BACMEEKEND







JULY 22-25, 2021

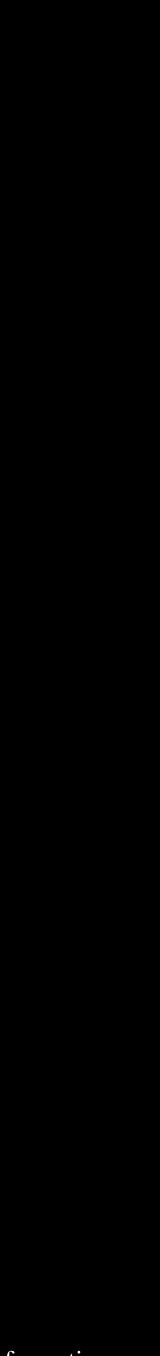
COLUMBIA, SOUTH CAROLINA

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SPONSORSHIP OPPROTUNITIES







BACHEBERD

A legendary weekend experience for the state of South Carolina that brings together friends, family, alumni and more displaying unification throughout the community. Creating unforgettable moments with people that will last forever.

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SPONSORSHIP OPPROTUNITIES



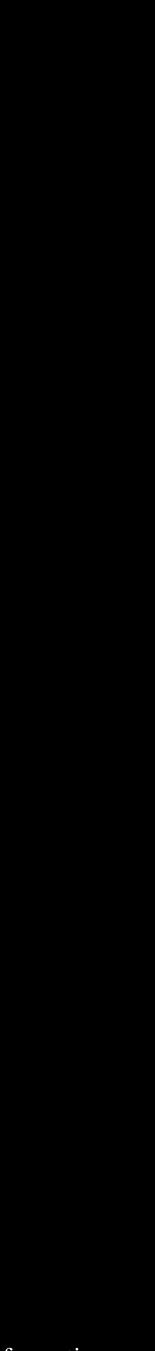
COMMUNITY INVOLVENENT

- COLLECT SCHOOL SUPPLIES TO PROVIDE TO SCHOOLS/KIDS AROUND THE MIDLANDS.
- PROVIDE TWO MONETARY SCHOLARSHIPS TO TWO INCOMING COLLEGE FRESHMAN.
- **BACK TO THE COMMUNITY THROUGH POSITIVE ENERGY.**
- PARTNERSHIPS, AND DONATION OPPORTUNITIES.

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PROVIDE A SAFE ENVIRONMENT TO COME TOGETHER, CELEBRATE AND GIVE

 CREATE AVENUES FOR BUSINESSES, BRANDS, AND YOUNG ENTREPRENEURS TO GENERATE REVENUE AND STRATEGICALLY MARKET THROUGH SPONSORSHIPS,





BAC WEEKEND 2021: VIEWS FROM THE SIX LINE UP

- THURSDAY JULY 22, 2021 SKATE PARTY
- FRIDAY JULY 23, 2021 TRAP and R&B SCHOLARSHIP SNEAKER GALA
- SATURDAY JULY 24, 2021- BIG AHHH COOKOUT
- SATURDAY JULY 24, 2021- PARADICE
- SUNDAY JULY 25, 2021- ENTREPRENEUR BRUNCH / DAY PARTY

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<u>JULY 2021</u>

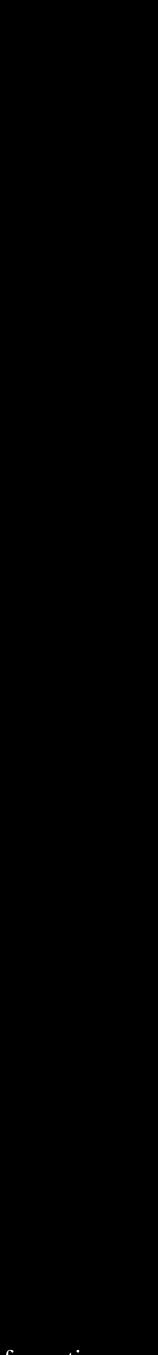








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PREMIUM PACKAGES

Presenting Sponsor

- **Exclusive Content**
- Media Integration
- **Branded Content**
 - Event Promo/Recap
- Brand Signage
- Social Media Flood
 - Sponsor AD
- **On-site Promotion, Activation** & Give Aways



Live & Direct Sponsor

- Media Integration
- Branded Content
 - Event Promo/Recap
- Step and Repeat Logo Signage
- Activation and Give Aways



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BAC offers a Variety of Benefits To Help Brands Meet Their Marketing and Engagement Goals. We Are Happy To Customize Partnership Packages To Meet Your Needs And Align With Your Brand. Each Package

Will Include Complimentary Tickets Based On Package Size.

SUPPORTING PACKAGES

General Sponsor

- Media Integration
- Inclusion on Physical **Promotion Assets**
- Designated Activation Area



Vendor Sponsor

Designated Activation Area



Inventory

Participants Profile Stage Signage Promo/ Recap Vendors **Give Aways** Banner





Thank You!

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Sterling Jackson Public Relations

All Creative by

