

7th Annual  
CHARLESTON  
*Moves*



Sponsorship Proposal



Thursday, November 9  
6–9 pm

The Bower at Edmund's Oast  
1081 Morrison Dr

**Charleston Moves advocates for safe, connected and equitable mobility for all.**

When we have a transportation network that includes dedicated space for people traveling on foot, by bike and with public transit, it makes communities more whole, more connected and more desirable. This multi-modal access brings quality of life for all, leveling the playing field and enabling everyone to meet their needs, when and how best suits them. It is fundamental for happy, healthy, safe and successful communities.

Support the  
cause over:  
Live Music  
Food & Drink  
Silent Auction

Pedal & Panache, our annual fall fundraiser, is a celebratory event that supports our vision and daily advocacy to create lasting, transformative change to our shared public spaces. Sponsor benefits include promotion via Charleston Moves' dedicated event webpage, Pedal & Panache ticketing page, robust email and social media campaign, as well as earned media through local news outlets. We look forward to working with you to promote and optimize your company, and our partnership.

CHARLESTON  
*Moves*



## TITLE SPONSORSHIP

**\$5,000**

[ 2 available ]

### Benefits include:

- 4 complimentary tickets
- Naming rights for the event  
[Charleston Moves' 7th annual Pedal & Panache presented by "Your Company's Name"]
- Premier logo placement on site with tabletop displays, step & repeat banner and slideshow  
[must commit by October 15 for inclusion on banner]
- Recognition of sponsorship in opening remarks with opportunity to speak
- Custom gift for complimentary ticket holders
- Premier logo placement on Charleston Moves' Pedal & Panache webpage with link to sponsor's website
- Premier logo placement on ticketing page with link to sponsor's website
- Integration in email and social media promotion throughout program marketing
- Co-hosting on Facebook event page
- Custom promotion with company statement and personal hashtag
- Inclusion of company statement in press releases
- Logo with link to company website on Charleston Moves' Community Partners webpage
- Inclusion in Charleston Moves' Annual Impact Report, published digitally

## GOLD SPONSORSHIP

**\$2,500**

[ 5 available ]

### Benefits include:


- 3 complimentary tickets
- Predominant logo placement on site with tabletop displays, step & repeat banner and slideshow  
[must commit by October 15 for inclusion on banner]
- Custom gift for complimentary ticket holders
- Predominant logo placement on Charleston Moves' Pedal & Panache webpage with link to sponsor's website
- Predominant logo placement on ticketing page with link to sponsor's website
- Integration in email and social media promotion throughout program marketing
- Recognition in press releases
- Logo with link to company website on Charleston Moves' Community Partners webpage
- Inclusion in Charleston Moves' Annual Impact Report, published digitally





### — CHARLESTON MOVES' MARKETING REACH —


 **Promo Pageviews** >  
Via CharlestonMoves.org (2022): 9,318

 **Email** > 4,425+ subscribers

 **Press** > 55+ local contacts

 **Facebook** > 5,963 followers  
» 22,320 accounts reached (Jan-June 2023)  
» 2,418 accounts reached via Event Page (2022)

 **Twitter** > 5,715 followers  
» 8,008 impressions (Apr-June 2023)

 **Instagram** > 1,319 followers  
» 5,638 accounts reached (Jan-June 2023)

## SILVER SPONSORSHIP

**\$1,000**

[ 20 available ]

### Benefits include:

- 2 complimentary tickets
- Tiered logo placement on site with tabletop displays and slideshow
- Tiered logo placement on Charleston Moves' Pedal & Panache webpage with link to sponsor's website
- Tiered logo placement on ticketing page with link to sponsor's website
- Integration in email and social media promotion throughout program marketing
- Logo with link to company website on Charleston Moves' Community Partners webpage
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## BRONZE SPONSORSHIP

**\$500**

[ 25 available ]

### Benefits include:


- 1 complimentary ticket
- Tiered company listing on site with tabletop displays and slideshow
- Tiered company listing on Charleston Moves' Pedal & Panache webpage with link to sponsor's website
- Tiered company listing on ticketing page with link to sponsor's website
- Integration in email and social media promotion throughout program marketing
- Logo with link to company website on Charleston Moves' Community Partners webpage
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