



SC Veterans Upstate Salute Event

Benefitting Upstate Veterans Alliance

Event Overview & Sponsorship Opportunity

Event Date: November 8, 2020

WHAT IS THE UPSTATE VETERANS ALLIANCE?



The UVA Is A Nonprofit Organization Comprised Of Employees From GE, Prisma Health, Michelin & The Greenville Drive – Working Together To Recognize, Honor, And Support Local Veterans And Their Families

UPSTATE SALUTE OVERVIEW

- Upstate's premiere Veterans Day recognition & appreciation event at Downtown Fluor Field
- Day-long, family friendly event featuring special military recognitions & performances, military vehicle displays and concert from up-and-coming country artist, Filmore (www.filmoremusic.com)
- 2020 event will be altered slightly to provide a safe, socially distant atmosphere for all
- Free admission for all attendees
 - Admission will be capped at 3,500 on the day of the event to allow for proper social distancing inside the event
- Event proceeds benefit the Upstate Veterans Alliance



2020 SAFETY MEASURES

- Safety Measures for All Attendees & Staff
 - Face Coverings to be worn at all times
 - Food Service Employees will wear gloves in addition to their masks
 - Temperature Checks at gate upon entry
 - COVID-19 Waiver to be signed by all 18 years and up
 - Field Seating Available in assigned pods (first come, first served)
 - Stadium Seating Available with minimum 2 empty seats between parties
- Cleaning Protocols Day Prior
 - Following areas to be cleaned and sanitized with chemicals proven to kill COVID-19
 - Concourse Bathrooms
 - Suites and Hospitality Areas
 - Concession Stands and Kitchens
 - Team Store





2020 Event Sponsorship Opportunity

EVENT SPONSORSHIP: STRATEGIC OVERVIEW

Community
Visibility &
Engagement



Company-
Specific Military
Visibility



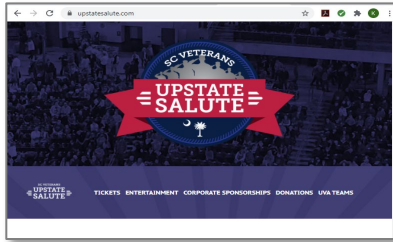
Company &
Employee Pride



2020 SPONSORSHIP ELEMENTS

Multi-faceted event sponsorship opportunity featuring various company visibility, entertainment, & relationship elements

Digital Visibility



- Partnership featured prominently in all Greenville Drive owned digital media as well as on UpstateSalute.com, the event's website
 - Social Media
 - Eblasts
 - Website
 - Main St. Marquee

In-Stadium Visibility



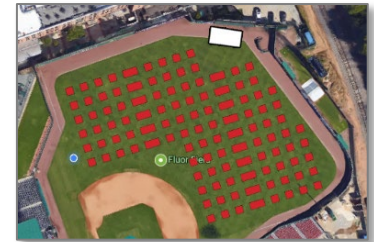
- Opportunity for brand/company inclusion on Drive Vision 28'x50' HD Video Board & Suite Façade Ribbon Board
- Inclusion of video or graphic content on the Drive's in-stadium ISM screen network
- Additional opportunities to participate in programming as desired (check presentation, highlight/recognition of company veteran programs, etc.)

On-Site Company Display



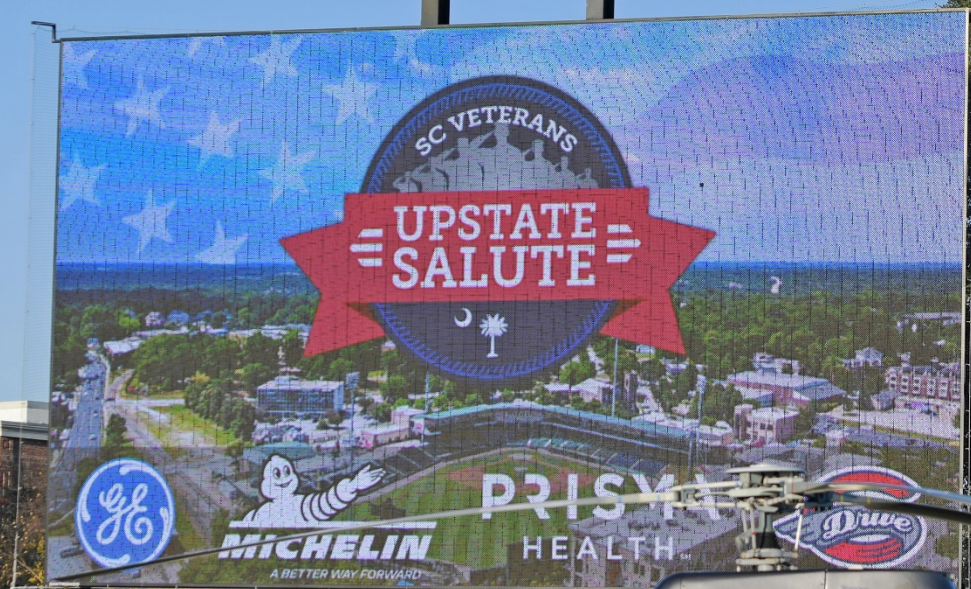
- Opportunity to set-up & display a visible & engaging table on the Fluor Field concourse during the entirety of the event
- Opportunity to interact & engage directly with Military personnel & the Upstate community via a branded table set-up, distributing company collateral/branded elements, enter to win contests, and more

Hospitality Elements



- Versatile hospitality elements included in the sponsorship package, perfect for company networking & relationship purposes
 - **Choose One for up to 12 people:** Luxury Suite, 2 10'x10' pods on field, or 1 10'x20' pod on field
 - Starter F&B package including (6) hot dogs, (2) tubs of popcorn and (6) bottled drinks of choice. Add'l F&B at sponsor's expense.
 - Prominent company branding on hospitality space of choice

INVESTMENT LEVEL - \$5,000



THANK YOU FOR YOUR TIME

For more information, please contact

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