



SC Veterans Upstate Salute Event

Benefitting Upstate Veterans Alliance

Event Overview & Sponsorship Opportunity

Event Date: November 7, 2021

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
- Free admission for all attendees
- Event proceeds benefit the Upstate Veterans Alliance



UPSTATE SALUTE OVERVIEW

- This year's Upstate Salute Concert will feature Jefferson Starship
- Jefferson Starship is one of the most successful arena rock groups of the 1970s and 80s, earning 3 platinum and 8 gold records, as well as numerous Top 40 singles
- Overall event timing TBD





2021 Event Sponsorship Opportunity

EVENT SPONSORSHIP: STRATEGIC OVERVIEW

Community Visibility & Engagement



Company-Specific Military Visibility



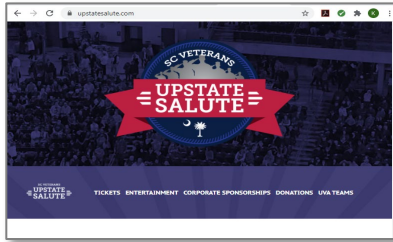
Company & Employee Pride



2021 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



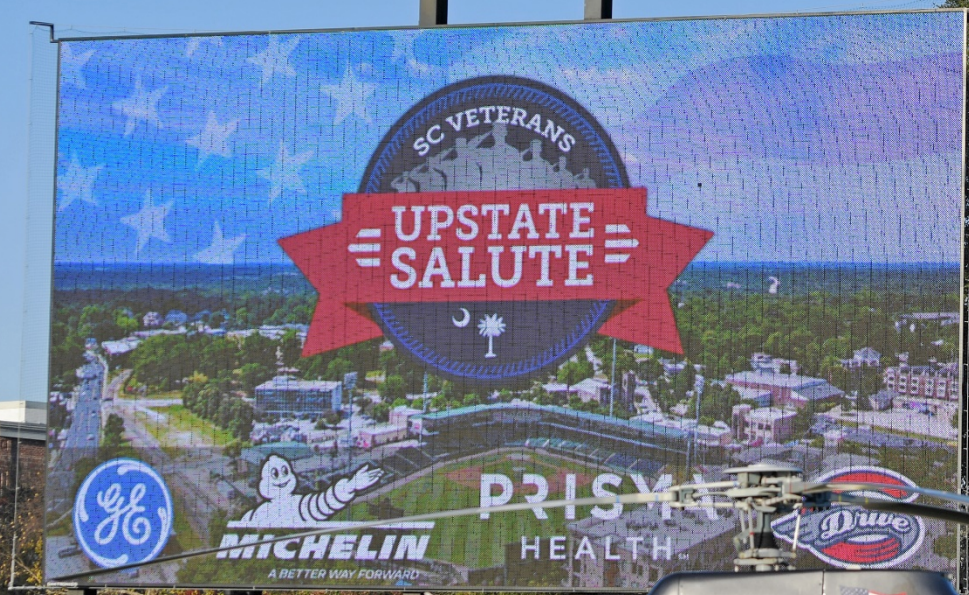
- Opportunity to set-up & display a visible & engaging table on the Fluor Field concourse during the entirety of the event
- Opportunity to interact & engage directly with Military personnel & the Upstate community via a branded table set-up, distributing company collateral/branded elements, enter to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

Hospitality Elements



- Versatile hospitality elements included in the sponsorship package, perfect for company networking & relationship purposes
 - One Luxury Suite for up to 30 people
 - Food & Beverages ordering opportunities. All F&B costs to be covered by the sponsor.
 - 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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