

5th Annual Ritz Fest Sponsorship Package



The 5th Annual Ritz Fest Music Festival for Mental Health wants your support!

In partnership with The Jason Foundation (JFI), our multi-day benefit festival allows us to continue to support suicide prevention and mental health awareness by engaging with attendants and partners as we highlight our commitment to healthier youth directly in our home state of South Carolina. Why are partners like you supporting this effort?

♥ According to the South Carolina Department of Public Health, there were 141 youth suicides in our state in 2021. The rate of youth suicide has increased by 32.3% over the last 10 years. Mental health problems are the number one circumstance leading to youth suicide.

♥ According to the CDC's WISQARS National Data Report from 2019, suicide is the third leading cause of death of 10-24 year olds in South Carolina, and the FIRST leading cause of death of youths aged 10-14.

♥ South Carolina ranks 29th in the nation in suicide rates, 26th in suicides in ages 12 to 19, and 39th in drug-related suicides in the United States.

♥ According to the Jason Foundation, a young person between the ages of 11 and 24 dies from suicide in South Carolina every 2.96 days.

♥ The Jason Flatt Act, signed into law in 2012, mandates training and certification for South Carolina middle and high school educators in suicide awareness and prevention.

About Us:

♥ Started in 2023, Ritz Fest was South Carolina's only youth annual suicide prevention benefit festival that just rebranded to *Ritz Fest Music Festival for Mental Health*.

♥ Ritz Fest is always held on the first Saturday in February.

♥ Ritz Fest operates as a non-profit under the Newberry Community Players' 501c3 (EIN 57-0605450, est.1980).

♥ Ritz Fest '27 will benefit **Love Like Alissa**, a local non profit scholarship foundation set up in the honor of Alissa Charpentier, and **The Jason Foundation, Inc.** (JFI) a non-profit that provides training and resources across the country to fight youth suicide. JFI offers professional training to South Carolina middle and high school teachers on suicide awareness and prevention to meet certification requirements.

♥ We continue to grow each year and have raised over \$31,000 for JFI since our inaugural event in 2023.

Here are some highlights for the **5th Annual Ritz Fest Music Festival for Mental Health!**

♥ *Ritz Fest* is always held on the **first Saturday in February** at the **Ritz Theater**, 1511 Main Street, Newberry SC. This year our event is **Saturday 6 February from 3:00-10:00 PM**. Doors open at 2:00.

♥ Tickets are **\$9.88**.

♥ The 2nd annual **Ritz Fest Eve at The Newberry Opera House** will send a portion of the proceeds directly to JFI. Musician Cody Webb is performing on Friday, 5 February 2027. This is the second year NOH has sponsored and hosted *Ritz Fest Eve*. Visit <https://www.newberryoperahouse.com/> for details and tickets.

♥ *The City Of Newberry's* Accommodation Tax Funds awarded us with funds to procure headline acts. Visit www.theritzfest.org for the whole lineup as it is updated.

♥ *Newberry County's* Accommodation Tax funds awarded us with funds for advertising 50 miles outside of Newberry County.

Despite our celebrations, we have a lot of need for additional support to make *Ritz Fest '27* a success! We have a wide variety of support options, which are laid out below. If you have a way that your company would like to engage with our audience, please feel free to reach out. We're excited to work with you with the level of support that suits your business best.

Stephen Corsini, Ritz Fest 1513 Main Street Newberry, SC 29108 ** 803-271-0494 (Google Voice) ** Email : theritzfest@gmail.com



Ritz Fest '27 Expense Budget

PRODUCTION EXPENSES	
Performer Stipends and Green Room Furnishings	\$2,000
Sound Technician	\$1,000
Photographer	\$500
Light technician	\$500
Follow spotlight	\$200
SAMCOM FPCN30A Two Way Radios (6 Pack)	\$290
Hero 12 Black Creator Edition	\$600
Professional printing of final poster and program	\$1,000
Copies and printer supplies	\$400
Items for Concessions	\$350
Bank fees	\$70
ADVERTISING EXPENSES	
Chapin/Newberry Magazine ads	\$2,000
Newberry Observer	\$1,000
January ad blitz - Radio ads (WNCW, WBCU, STEVEFM) and social media campaigns	\$7,500
Greenwood Index	\$1,000
WLTX Campaign (Columbia area only/statewide)	\$5,000/\$15,000
Lamar Outdoor Advertising Billboard campaign (Columbia area only/statewide)	\$5,000/\$15,000
Carolina Living Magazine Monthly Ad (distributed statewide)	\$7,000
Discover South Carolina (Brochures at each Welcome Center)	\$5,000
MARKETING EXPENSES	
koozies	\$500
Tee Shirts	\$2,500
business cards	\$250
Web domain	\$189
Promotional banners	\$500



Ritz Fest '27 Sponsorship Form

Please complete and email the form to theritzfest@gmail.com. Once received, you will be sent a digital invoice and request of additional assets (graphics, links). Diamond and Platinum packages must be secured by November 15th.

Business Name _____ Main Contact Name: _____

Business Mailing Address: _____

Preferred Contact Email Address: _____

Preferred Contact Phone Number: _____

Pick one or more of the Sponsorship Options that work best for your business. You can elect to either provide sponsorship to our General Operating Fund ~or~ have your funds credited to specific production expenses listed on the previous page. These sponsorships qualify as tax deductible donations under IRS IRC Sec. 513(i).

DIAMOND - \$10,000

- ✓ Top-level promotion with your logo on all marketing material.
 - ✓ Sponsor Spotlight with a link to your graphic and link on www.theritzfest.org and on our Ritz Fest Facebook Page during the week leading up to Ritz Fest.
 - ✓ Space at our Diamond Sponsor Table at our Main Event on Saturday, February 6th for advertising, brochures or promotional items
 - ✓ 10 Free tickets to Ritz Fest (Saturday, 6 February).
- Optional Specific Expense Credits (up to \$10,000) _____

PLATINUM - \$5,000

- ✓ Medium-level promotion with your logo on stage, tee, and all print media.
- ✓ Daily Sponsor Spotlight with a link to your graphic and link on www.theritzfest.org and on our Ritz Fest Facebook Page during the week leading up to Ritz Fest.
- ✓ 5 Free tickets to Ritz Fest (Saturday, 6 February).

GOLD - \$2,500

- ✓ Your logo on stage, tee, and all print media.
- ✓ Daily Sponsor Spotlight with a link to your graphic and preferred link on www.theritzfest.org and on our Ritz Fest Facebook Page during the week leading up to Ritz Fest.
- ✓ 3 Free tickets to Ritz Fest (Saturday, 6 February).

SILVER - \$1,250

- ✓ Your logo on all print media.
- ✓ Sponsor Spotlight with a link to your graphic and preferred link on www.theritzfest.org and on our Ritz Fest Facebook Page during the month leading up to Ritz Fest.
- ✓ 2 Free tickets to Ritz Fest (Saturday, 6 February).

BRONZE - \$600

- ✓ Your business name to be included in announcements during Ritz Fest.
- ✓ 2 Free tickets to Ritz Fest (Saturday, 6 February).

FRIEND - \$300

- ✓ Your business name to be included in announcements during Ritz Fest.

OTHER WAYS YOU CAN SUPPORT RITZ FEST

- I would like to promote Ritz Fest. Please send me information on how I can spread the word!
- I have items I would like to donate to the Raffle. Please reach out to me to secure this donation.
- I have the ability to provide an in-kind donation of one of the items listed in your expenses. Please reach out to me for more information.
- I have another resource that I believe would further your mission. Please reach out to me for further discussion.

