



## Ritz Fest '26 Sponsorship Package

Thank you for your consideration. Sponsors allow us to continue to support suicide prevention with our multi-day benefit festival, engage with local attendants and highlighting their commitment to ending the silent epidemic of youth suicide directly in our home state of South Carolina. Why are sponsors like you supporting this effort?

♥ 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.

♥ South Carolina ranks 27th in the nation in suicide rates, 18th in suicides in ages 12 to 19, and 29th in drug-related suicides in the United States.

♥ Suicide is the 10th leading cause of death in South Carolina, according to Cams Care.

♥ According to the Jason Foundation, a young person between the ages of 11 and 24 dies from suicide in South Carolina every 2 ½ 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 training. Ritz Fest directly funds a provider of these trainings.

### About Us:

- ❖ Started in 2023, Ritz Fest is South Carolina's only youth annual suicide prevention benefit festival.
- ❖ 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).
- ❖ Our multi-day festival benefits **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. All proceeds from sales go directly towards JFI.
- ❖ In our inaugural year, Ritz Fest exceeded our initial goal (\$5,101). The next year, we exceeded previous year income by 35% and ticket sales by 65%. In 2025, we saw double the attendance from our inaugural year and reached over \$19,000 total fundraising dollars raised for JFI.

**And we are growing! This year, we have events during the weeks leading up to the main event, *Ritz Fest*, on Saturday, February 7 2026. Here are some highlights of our growth.**

- ❖ Based on prior years attendance, we have a fundraising goal of \$15,000 by the end of February 2026.
- ❖ **The City of Newberry** granted us \$10,000 and **Newberry County** granted us \$5,000 in accommodations tax funds for out of town advertising- expanding our audience potential exponentially.
- ❖ **Homeland Craft Beer and Wine** in Leesville will host an act on Wednesday, January 28th.
- ❖ **Bar Figaro** will be featuring an act on Saturday, January 31st.
- ❖ **MTD Arthouse** will host a short movie and poetry night on Sunday, February 1st.
- ❖ **The Martin Street Beer Parlor** will host a performance on Wednesday, February 4th.
- ❖ **Mattheson Art Studio** will host a performance on Thursday, February 5th.
- ❖ **The Newberry Opera House** is sponsoring and hosting *Ritz Fest Eve at the Opera House* on Friday, February 6th.
- ❖ You can visit [www.theritzfest.org](http://www.theritzfest.org) or follow our Facebook page for additional updates on talent, sponsors and event details as our community support grows!

We have a wide variety of support options, which are laid out in the attached form. 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.

## Ritz Fest '26 Expense Budget

| PRODUCTION EXPENSES                               |         |
|---------------------------------------------------|---------|
| Performer Perks                                   | \$2,000 |
| Sound Technician                                  | \$500   |
| Photographer (for the week)                       | \$1,000 |
| Light technician                                  | \$500   |
| Items for Concessions                             | \$350   |
| Tee shirts                                        | \$1,500 |
| Professional printing of final poster and program | \$1,000 |
| Copies and printer supplies                       | \$400   |
| Follow spotlight                                  | \$200   |
| SAMCOM FPCN30A Two Way Radios (6 Pack)            | \$290   |
| Hero 12 Black Creator Edition                     | \$600   |
| MARKETING AND ADVERTISING EXPENSES                |         |
| koozies                                           | \$500   |
| Tee Shirts                                        | \$2,500 |
| business cards                                    | \$250   |
| Promotional banners                               | \$1,000 |
| Chapin/Newberry Ads                               | \$2,000 |
| Newberry Observer Ads                             | \$1,000 |
| Lake Murray News (monthly ad)                     | \$1,500 |
| Greenville News (monthly ad)                      | \$2,000 |
| Lamar Outdoor Advertising                         | \$5,000 |
| Greenwood Index Journal                           | \$400   |
| <i>Discover South Carolina</i> brochures          | \$5,000 |
| Facebook advertising                              | \$500   |

## Ritz Fest '26 Sponsorship Form

Please complete and email the form to [theritzfest@gmail.com](mailto: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](http://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 7th for advertising, brochures or promotional items
- ✓ 10 Free tickets to Ritz Fest (Saturday, 7 February).
- ✓ 2 Ritz Fest tees and koozies.

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](http://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, 7 February).
- ✓ 1 Ritz Fest tee and 2 koozies.

### 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](http://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, 7 February).
- ✓ 2 koozies.

### SILVER - \$1,250

- ✓ Your logo on all print media.
- ✓ Sponsor Spotlight with a link to your graphic and preferred link on [www.theritzfest.org](http://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, 7 February).
- ✓ 2 koozies.

### BRONZE - \$600

- ✓ Your business name to be included in announcements during Ritz Fest.
- ✓ 2 Free tickets to Ritz Fest (Saturday, 7 February).
- ✓ 2 koozies.

### FRIEND - \$300

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

### 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.