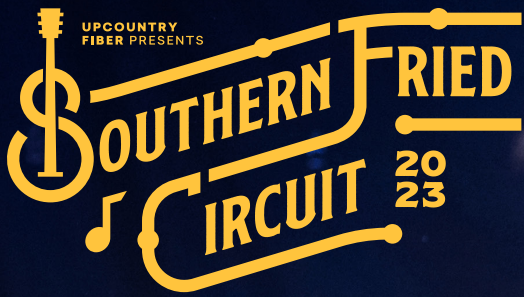


**SPONSORSHIP OPPORTUNITIES**



## SO MUCH MORE THAN A CONCERT.



Southern Fried Circuit was created by Upcountry Fiber, a broadband internet service provider, to raise funds for its philanthropic arm and permanent endowment, Upcountry Fiber Foundation.

Upcountry Fiber Foundation, established in 2022, uplifts the Upstate through hyper-local philanthropy. It exists to create a stronger connection between local organizations that help people in need and local, grass-roots organizations that provide that help in Anderson, Greenville, Oconee, Pickens and Spartanburg counties in the following areas:

- Education
- Youth services
- Culture
- Health and human services

When you sponsor Southern Fried Circuit, you are giving back to local charities that are helping to change lives here in the Upstate. Utility cooperatives like ours have been supporting the communities where we work and live for decades. Launching the foundation and hosting Southern Fried Circuit enables us to create a long-term, sustainable investment in Upstate charities.

### ABOUT UPCOUNTRY FIBER

In 2020, utility cooperatives Blue Ridge Electric Co-op (BREC) and WCFIBER, a subsidiary of West Carolina Rural Telephone Cooperative (WCTEL), partnered to create Upcountry Fiber, an internet service provider that brings fiber optic, high-speed broadband internet access to households and businesses in BREC's service area to help bridge the "digital divide" where little to no access exists.



# INTRODUCING SC'S UPSCALE GET DOWN

**July 28, 2023 | Anderson Civic Center | Doors open at 6 PM**

3027 Martin Luther King Jr. Blvd., Anderson, SC 29625

## **VIP PRE-PARTY FOR SPONSORS**

**6-7:30 PM | Anderson Civic Center Ballroom**

Consider this the pre-concert warm up exclusively for sponsors  
featuring entertainment, food and drinks.

## **OPENING ACT – LINDSAY ELL**

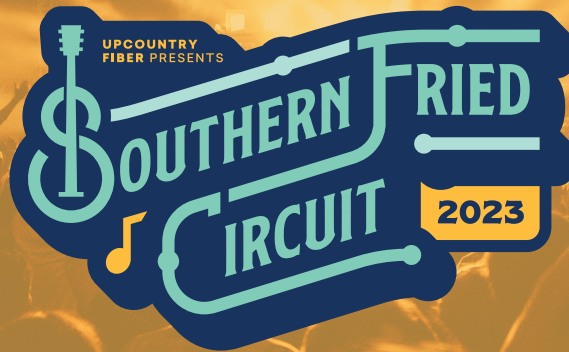
**7:30 PM | William A. Floyd Amphitheatre**

## **HEADLINING ACT – DARIUS RUCKER**

**8:45 PM | William A. Floyd Amphitheatre**



# HOME-FRIED HARMONIES ARE COMING THIS SUMMER



## DARIUS RUCKER



Darius Rucker first achieved multi-Platinum status in the music industry as lead singer and rhythm guitarist of the GRAMMY Award-winning band Hootie & the Blowfish, who have sold more than 25 million albums worldwide including their Diamond-certified debut *Cracked Rear View*, which remains among the Top 10 best-selling studio albums of all time. Since releasing his first Country album in 2008, Rucker has earned a whole new legion of fans with four No. 1 albums on the Billboard Country chart, including RIAA Platinum-certified *Learn to Live* and *True Believers*, plus 10 No. 1 singles at Country radio and 11 Gold, Platinum or multi-Platinum certified hits. Rucker was inducted as a Grand Ole Opry member in 2012 and in 2014 he won his third career GRAMMY Award for Best Solo Country Performance with his 9x Platinum version of Old Crow Medicine Show's "Wagon Wheel," one of the top five best-selling Country songs of all time. He co-hosted the 54th annual CMA Awards in 2020 and topped the charts at Country radio once again with "Beers And Sunshine" in 2021. Follow up single "My Masterpiece" is available everywhere now as Rucker puts the finishing touches on a forthcoming album.

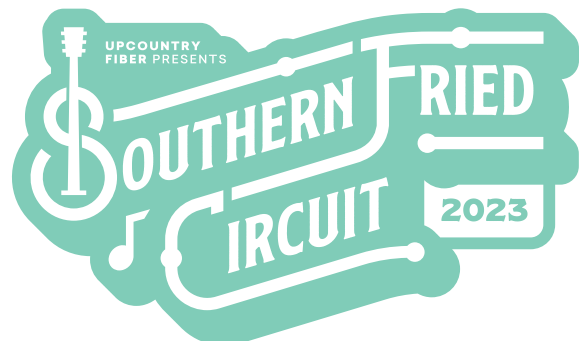
## LINDSAY ELL

Named "one of the most exciting and talented young artists in country music" (Forbes), Lindsay Ell is a triple threat: accomplished musician, unique vocalist and awe-inspiring songwriter. A 2023 Canadian Screen Award nominee (Best Host or Presenter, Factual or Reality/Competition), Ell is GOLD-certified with two #1 Canadian singles, a U.S. #1 and has shared the stage with Shania Twain, Blake Shelton and Keith Urban, among many others. About to head out on tour with Shania Twain (May/June 2023), the award-winning performer will spend 2023 travelling to the US, UK and Germany and touring across North America, all while releasing new music.



# SPONSORSHIP OPPORTUNITIES

Sponsorship Benefits	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
Darius Rucker and Lindsay Ell meet & greet passes	4				
Recognition by Upcountry Fiber executive from stage prior to concert	●				
2-minute address from stage at VIP pre-party	●				
Pit concert tickets	30	16	8	6	4
VIP tent access	30	16	8	6	
VIP parking and shuttle service to venue	15	8	4	3	
Pre-concert VIP party tickets	30	8	6	4	2
Social media posts on Southern Fried Circuit accounts	6	2	1	1	1
Recognition on Southern Fried Circuit and Upcountry Fiber Foundation websites	Logo	Logo	List	List	List
Recognition on Southern Fried Circuit and Upcountry Fiber Foundation annual report	Logo	Logo	List	List	List
Recognition in post-event Thank You ad	Logo	Logo	List	List	List
Logo on floor graphics at venue	10	4			
Logo on promotional items	VIP credentials, fans, koozies	Sunscreen, lip balm			



# SPECIALTY SPONSORSHIP OPPORTUNITIES

SOLD

Sponsorship Benefits	Food Sponsor	VIP Tent Sponsor	VIP Pre-Party Sponsor	Bar Sponsor	Charging Station Sponsor
	\$50,000	\$40,000	\$35,000	\$30,000	\$20,000
Darius Rucker and Lindsay Ell meet & greet passes	4	2	2	2	
Recognition by Upcountry Fiber executive from stage prior to concert	●	●			
2-minute address from stage at VIP pre-party	●		●		
Pit concert tickets	30	25	20	16	12
VIP tent access	30	25	20	16	12
VIP parking and shuttle service to venue	15	14	10	8	6
Pre-concert VIP party tickets	30	12	10	8	6
Social media posts on Southern Fried Circuit accounts	6	4	3	2	1
Recognition on Southern Fried Circuit and Upcountry Fiber Foundation websites	Logo	Logo	Logo	Logo	List
Recognition in Upcountry Fiber Foundation annual report	Logo	Logo	Logo	Logo	List
Recognition in post-event Thank You ad	Logo	Logo	Logo	Logo	List
Additional branding	On food tables	On tent as event segment sponsor	At pre-party as event segment sponsor	On bars	On charging stations
Logo on floor graphics at venue	10	8	6	4	
Logo on promotional items	VIP credentials	VIP credentials	VIP credentials	Cups, napkins	



## SPONSORSHIP AGREEMENT

### Please choose your sponsorship level:

☒ \$50,000 Sponsor\*

☒ \$25,000 Sponsor

☒ \$15,000 Sponsor

☒ \$10,000 Sponsor

☒ \$5,000 Sponsor

☒ Donation: \_\_\_\_\_

☒ Food Sponsor - \$50,000\*

☒ VIP Tent Sponsor - \$40,000\*

☒ VIP Pre-Party Sponsor - \$35,000\*

☒ Bar Sponsor - \$30,000\*

☒ ~~Charging Station Sponsor - \$20,000\*~~ **SOLD**

\*One opportunity available.

### Contact Information

Main Contact Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Organization Name to Be Used in Promotional Materials:

\_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Please provide contact to obtain marketing assets included with sponsorship:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Make check payable to Upcountry Fiber Foundation.**

**Sponsorship payment is due by 6/22/2023 to be included in marketing materials.**

Please email completed form to [daja.davidson@blueridge.coop](mailto:daja.davidson@blueridge.coop)

and mail payment and form to: Daja Davidson  
Upcountry Fiber Foundation  
RE: Southern Fried Circuit  
734 W. Main Street  
Pickens, SC 29671

\* Upcountry Fiber Foundation is a registered 501(c)(3) charitable organization. Donors will receive gift acknowledgment for their files. The amount of a sponsorship contribution that is deductible for federal income tax purposes is limited to the excess of money contributed by the donor over the value of goods or services provided by Upcountry Fiber Foundation. Donors should consult a tax professional for advice on what they may include as a tax deduction for IRS purposes.