

2026 Salsa at Sunset Dates

May 22 David Rodriguez & The Latin Hustle

June 26 C.O.T. Band

July 24 Band TBD

August 28 David Rodriguez & The Latin Hustle



BE PART OF THE MOST EXCITING DOWNTOWN GREENVILLE EVENT SERIES!

Salsa at Sunset is a FOUR-PART SUMMER SERIES celebrating LATIN MUSIC and dance. The event features a live Latin band and DANCING on the corner of S. Main St and East Broad St. in the Camperdown Plaza. Free and open to the public, this COMMUNITY-BUILDING and FAMILY-FRIENDLY event attracts people of all ages and cultural backgrounds. Salsa at Sunset's casual, celebratory atmosphere is welcoming and inclusive, and the location offers incredible downtown visibility to visiting tourists and residents!

PUBLIC EXPOSURE

Salsa at Sunset sponsors will benefit from the event's widespread popularity and outstanding downtown visibility. In addition, the event receives television and radio coverage, as well as multiple news articles, and has a broad online media presence.

SPONSORSHIP LEVELS

Presenting - \$7,500

Presenting sponsors will receive ALL BENEFITS AND RECOGNITION listed under Bringing the Tunes. In addition, presenting sponsors will be FEATURED PROMINENTLY on all marketing materials for ALL FOUR EVENTS, with the company logo at the TOP OF EVENT FLYERS. Presenting sponsors will have rights to the phrase *"Presenting Sponsor of Salsa at Sunset: The Hottest Summer Night in SC" for this summer.*



Bringing the Tunes - \$4,000

- Your logo, along with the presenting sponsor's and Upstate International's logo, in the July issue of InSouth Magazine and the June issue of Click Magazine, to promote the Salsa at Sunset series
- Thank you during the TV promotion on the Access Carolina morning show on Fox News or WSPA if available
- Opportunity to distribute company materials at the event info table with coupons, fliers, or business cards
- Printed logo recognition on the event sponsor signs on each side of the band stage
- Shout-out by our Salsa MC during the two band breaks
- Sponsor spotlight posts each month of May, June, July, and August on Upstate International's social media platforms, including LinkedIn, Facebook, and Instagram, with your hashtag of choice
- Company logo featured at the bottom of event fliers, including ads in various print and digital media platforms
- Recognition on Upstate International's website as an event sponsor with your linked logo for 1 year from the time of agreement
- Linked logo in a thank you post in UI's eNewsletter to 10,000 UI subscribers

Wristband - \$3,000

- Your company logo on event wristbands!
- Opportunity to distribute company materials at event on the wristband sales table
- Printed company logo recognition on the event sponsor sign and featured at the bottom of the event advertising
- Shout out to your company during the event
- Recognition on Upstate International's website and sponsor spotlight post on Upstate International's social media platforms
- Linked logo on eNewsletter to 10,000 UI subscribers

Conga - \$1,500

- Printed recognition on the event sponsor sign
- Shout out to your company during the event
- Opportunity to distribute company materials at the event on a table
- Recognition on Upstate International's website and sponsor spotlight post on Upstate International's social media platforms
- Linked logo on eNewsletter to 10,000 UI subscribers

Timbale - \$500

- Printed recognition on the event sponsor sign
- Opportunity to distribute company materials at the event on a table
- Recognition on Upstate International's website and sponsor spotlight post on Upstate International's social media platforms
- Linked logo on eNewsletter to 10,000 UI subscribers

Cowbell - \$300

- Printed recognition on the event sponsor sign
- Opportunity to distribute company materials at the event on a table
- Recognition on Upstate International's website event page