

THE SOUTH CAROLINA
PEACH FESTIVAL

50th Anniversary



*Peaches at the heart,
community at the core.*

Our Mission Statement

The South Carolina Peach Festival exists to celebrate our state's peach heritage, honor and support local farmers, and strengthen our community through family-friendly traditions. We are committed to showcasing local businesses, fostering tourism, and creating memorable experiences that bring people together, while helping generate revenue that supports the growth and vitality of our community.



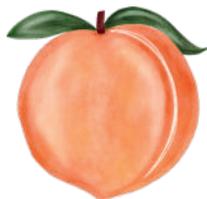
Celebrating 50 Years

The South Carolina Peach Festival traces its roots to 1976, when a small “Peach Day” fundraiser was organized to support the financially struggling Cherokee County Chamber of Commerce. Encouraged by its success, organizers pursued a formal charter, granted in 1977, paving the way for the first official South Carolina Peach Festival. Held almost annually since 1978, the festival quickly distinguished itself through peach-themed contests, family activities, and ambitious promotional ideas aimed at casting Gaffney and Cherokee County in a positive light during a period of economic development.

A major turning point came in 1978, when festival leaders attempted to break a Guinness World Record by baking the world’s largest edible peach pie. Though never officially authenticated, the 25½-foot pie—made with 20,000 locally grown peaches—cemented the festival’s reputation for bold gimmicks. Subsequent efforts included a planned peach milkshake in 1980 and Peach Jello in 1982, both ultimately canceled due to safety and logistical challenges. Despite these setbacks, the festival continued to grow.

Entertainment became a defining feature of the festival during the 1980s and 1990s, as organizers successfully booked nationally known performers. Rising stars such as George Strait (1984), Garth Brooks (1990), and Travis Tritt (1990) appeared early in their careers, while artists like Reba McEntire, George Jones, and Tammy Wynette drew record crowds in the years that followed. The festival also diversified beyond country music, notably hosting Motown legends The Four Tops in 2005, whose Peach Beach performance became one of the largest-attended events in festival history.

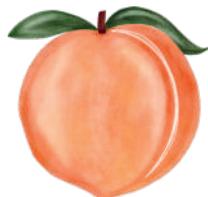
Entering the 21st century, the South Carolina Peach Festival continued to evolve, welcoming major contemporary acts and expanding its slate of attractions. In 2023, Grammy-winning artist Lainey Wilson performed at Lake Whelchel before a crowd of more than 7,000, underscoring the festival’s lasting relevance. Alongside concerts, the event has featured parades, celebrity appearances, daredevil stunts, film productions, and community traditions, helping the Peach Festival endure into its sixth decade as one of South Carolina’s most recognizable summer celebrations.



Thank you to our 2025 Sponsors!

Allison's Golf Carts
Arrowhead Design
Abbott Farms
Blakely
Board of Public Works
Broad River Electric
Browns Packing
Burns Chervolet
BWC Contracting
Carolina Foothills
CGD
Champion Foods
Champion Windows
Cherokee County
Chic-fil-A
City of Gaffney
Clock
Collision Veterans
Crystal Foam
Daddy Joes
Darlington Raceway
Duke Energy
First Piedmont
First Staffing
Founders
Gaffney Ledger
Gaffney High School

House of Pizza
iHeart
Jolly Farms
Joyce Windows
Leaf Filter
Luck
McDaniel Construction
McKown Physical Therapy
Moorehead Nicolini CPA
Nestle
Peachtree
Performance Auto
PowerPro Contractors
Printville
Sleep Inn
Sossamon Construction
Spartanburg Community
Spartanburg Regional
Stokes CPA
T&J Landscaping
Universal Windows
Western Lens Rams Photography
West Rock
White's Roofing
Window Depot of the Upstate
WZZQ



Making the Peach Festival Possible

The Peach Festival is the largest tourist events in Cherokee County and one of the longest running festivals in South Carolina, offering low-cost to free entertainment that the entire family can enjoy. This vibrant celebration, which highlights our area's rich peach-growing heritage, would not be possible without the generous support of our local sponsors. Their commitment to our community helps us keep the festival accessible and enjoyable for all, ensuring that families can come together to experience a fun-filled, memorable event.

We are incredibly grateful to our sponsors, whose contributions make it possible to bring this annual celebration to life. From providing financial support to offering in-kind donations and volunteering their time, our sponsors play a crucial role in making the Peach Festival a success. Their dedication to preserving and promoting the unique culture of Cherokee County helps strengthen the bonds within our community and supports local businesses.

Thanks to our amazing sponsors, we are able to offer a diverse array of activities, entertainment, and experiences that showcase the best of our county. Whether it's the lively music, the delicious food, or the family-friendly games, the Peach Festival is truly a community event that wouldn't be the same without the ongoing support of our local sponsors.

We extend our deepest gratitude to each one of them for their continued partnership and commitment to making the Peach Festival an unforgettable tradition for all to enjoy.



In-Kind Support

The Peach Festival relies not only on financial support to help bring our events to life but also on the invaluable contributions of local businesses through in-kind sponsorships. These in-kind donations play a crucial role in helping us reduce costs, allowing more of our resources to go directly toward enhancing the festival experience. Whether it's providing food, lodging, marketing, or other essential services, these contributions are vital to the success of the event.

In-kind sponsorships are an excellent way for businesses to showcase their support for the community while helping us create an unforgettable experience for all attendees. Your generous donation can be a significant part of making this year's South Carolina Peach Festival the most successful one yet.

We welcome any level of support you can provide, and we truly appreciate your partnership in helping us celebrate the rich heritage of the South Carolina Peach Festival. If you're interested in becoming an In-Kind Sponsor, we would love to discuss the many ways you can get involved and contribute.



Why Sponsor the SC Peach Festival?

- ✓ HIGH-VISIBILITY BRAND EXPOSURE
- ✓ REACH A LARGE, ENGAGED AUDIENCE
- ✓ SUPPORT COMMUNITY & ECONOMIC GROWTH
- ✓ BUILD LOCAL BRAND TRUST
- ✓ FLEXIBLE SPONSORSHIP OPPORTUNITIES
- ✓ DIRECT CUSTOMER ENGAGEMENT
- ✓ REGIONAL & TOURISM IMPACT
- ✓ ASSOCIATION WITH A LONG-STANDING, TRUSTED EVENT

JOIN US IN MAKING HISTORY!

BE PART OF THE 50TH ANNIVERSARY SC PEACH FESTIVAL & HELP US CREATE UNFORGETTABLE EXPERIENCES FOR OUR COMMUNITY.

Reach out to us for more information or to sign on as one of our Sponsors:

Jason McSwain 864-490-3020

EMAIL: THESOUTHCAROLINAPEACHFESTIVAL@YAHOO.COM



2026 Events

PAGEANT

FISHING TOURNAMENT

LIVE MUSIC

PRAISE & WORSHIP

DESSERT CONTEST

FOOD VENDORS

ARTS AND CRAFTS

PARADE

WRESTLING

CAR & GOLF CART SHOW

KIDS FUN ZONE/CARNIVAL

MUDBOG



PERFECTLY PEACH

OVERALL FESTIVAL EXPERIENCE

The core of the Peach Festival experience supporting:

Marketing, advertising, signage, insurance, sponsor banners, and site infrastructure that ensure a seamless and safe event for all attendees.

The most comprehensive and influential sponsorship opportunity of the festival.

PEACH PIT

MUD BOG

A crowd-favorite motorsports attraction featuring:

Professionally built mud pits
Competitive payouts
High-energy spectator experience

Ideal for automotive, outdoor, and equipment sponsors.

PEACH JAM

LIVE ENTERTAINMENT

A premier live music experience featuring:

Beach music
Country artists
High-traffic main stage exposure

One of the highest-visibility sponsorship opportunities.

LITTLE PEACHES

KID ZONE

Family-friendly fun including:

Bounce houses
Kids' activities & giveaways
Optional full carnival & Ferris wheel experience

Perfect for family-focused brands and local businesses.

FEELING FUZZY

HOSPITALITY

Festival comfort and hospitality including:

Tents
Seating
Restrooms
Beverage service

Excellent branding opportunity in high-traffic areas.

PEACE, LOVE, & PEACHES

BRANDING & IMPRESSIONS

Festival-wide visual identity including:

Peach mascot(s)
Flags & banners
Printed materials
Official merchandise
50th Anniversary branding

High-impact visual recognition throughout the event.

JUST PEACHY

EVENT-SPECIFIC

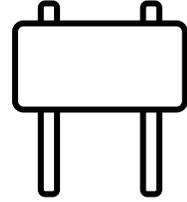
Targeted sponsorship opportunities aligned with beloved community events:

Car Show & Golf Cart Show – Auto shops, dealerships, golf cart dealers, customization shops, accessory brands
Pageant – Salons & beauty brands
Dessert Contest – Bakeries & food brands
Parade – Community partners
Fishing Tournament – Outdoor brands, bait & tackle shops, sporting goods retailers

Sponsorship Levels

TITLE | CUSTOM / PREMIER LEVEL

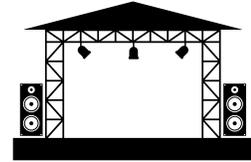
- Naming rights to the festival or major event area
- Logo placement on all marketing materials
- Prominent signage throughout festival grounds
- On-stage mentions and announcements
- Premium booth or activation space
- Social media & digital promotion
- Inclusion in press releases



EVENT SIGNAGE & BANNERS

GOLD | \$10,000+

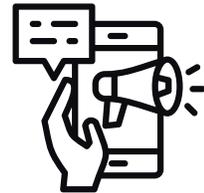
- Logo on banners and signage
- Stage or event mentions
- Digital & print recognition
- Booth space (if applicable)
- Social media shout-outs



STAGE MENTIONS & ANNOUNCEMENTS

SILVER | \$5,000+

- Logo placement in select areas
- Inclusion in festival promotions
- On-site signage recognition



DIGITAL & PRINT ADVERTISING

BRONZE | \$2,500+

- Logo recognition on event signage
- Listing in sponsor materials
- Ideal for event-specific sponsorships



SOCIAL MEDIA PROMOTION

COPPER | \$1,000+

- Logo or business name listed on select event signage
- Recognition on the festival website and/or digital platforms
- Ideal for small businesses, vendors, and community supporters



ON-SITE BRANDING OPPORTUNITIES

Custom Sponsorship Opportunities Available

We are happy to tailor sponsorships to fit your brand, budget, and marketing goals — including exclusive activations, branded experiences, and naming rights.

SPONSORSHIP BENEFITS	TITLE SPONSOR	GOLD \$10,000+	SILVER \$5,000+	BRONZE \$2,500+	COPPER \$1,000+
Festival or Area Naming Rights	★	—	—	—	—
Logo on All Marketing Materials	★	✓	—	—	—
Main Stage / Premier Signage	★	✓	—	—	—
Secondary / Standard Signage	—	—	✓	✓	—
On-Stage Mentions & Announcements	★	✓	—	—	—
Social Media Promotion	★	✓	✓	—	—
Website Recognition	★	✓	✓	✓	✓
Print Advertising Inclusion	★	✓	—	—	—
Booth / Activation Space	Premium	Standard	—	—	—
Admission to Ticketed Events	✓	✓	✓	✓	—
Event-Specific Sponsorship Option	✓	✓	✓	✓	✓
Community Visibility & Impact					



Let's Connect!



social: [facebook.com/SCPeachFestival](https://www.facebook.com/SCPeachFestival)

TheSouthCarolinaPeachFestival@yahoo.com

[#PartyAtThePeach](https://www.instagram.com/PartyAtThePeach)

<https://www.southcarolinapeachfest.com>

PO BOX 549 GAFFNEY, SC 29342

THESOUTHCAROLINAPEACHFESTIVAL@YAHOO.COM

WWW.SOUTHCAROLINAPEACHFEST.COM

Corporate Sponsorship Commitment Form

Business Name: _____ (as it appears in print)

Contact Name: _____

Mailing address: _____

City / State / Zip: _____ Phone: _____

Type of contribution (please mark one):

- Cash/Check Sponsorship Dollar Amount: \$_____
- In-Kind Item(s) Donated: _____

Please email the logo in .jpg or .png format for promotional use to thesouthcarolinapeachfestival@yahoo.com.

For questions or concerns, please contact Jason McSwain at 864-490-3020. Sponsorships received before July 1, will be recognized according to levels. We are a 501(c) 6. Please enclose a check payable to The South Carolina Peach Festival. We thank you for your contribution.

Please mark and return for benefits according to level.

- Parade Float _____
- Parade Entry _____
- Vendor Space _____

Signature of sponsor

Please sign the form and return it to:

THE SOUTH CAROLINA PEACH FESTIVAL, INC.

P.O. BOX 549

GAFFNEY, SC 29342