

SPONSORSHIP OPPORTUNITIES



ABOUT US



The Sumter Iris Festival, a 501(c)(3) organization, is the state's oldest continuous 3-day festival and is consistently ranked among the top festivals in the Southeast. The festival appeals to a wide range of interests, including flowers, pageants, classic cars, artists and crafters.



The festival takes place annually in May at Swan Lake Iris Gardens, which is a 150-acre gift to the community from the Bland and Heath families. The Certified Level II Arboretum features over 100 varieties of iris that bloom in late spring among many other plants and animals, including all eight species of swan in the world.



SPECIAL EVENTS

- Education Day
- King and Queen Scholarship
- Beauty Pageant
- Parade
- Famous Faces
- Kids Zone
- A special patriotic tribute in honor of the 250th anniversary of the American Revolution
- And more!



BY THE NUMBERS SUMTER IRIS FESTIVAL

55K+ ATTENDEES
IN 2025

OVER
100
VENDORS

2025 TOP 20
SIGNATURE EVENT

BY THE SOUTHEAST
TOURISM SOCIETY



2026 DATES: MAY 15-17

OUR MISSION

The Sumter Iris Festival is dedicated to celebrating the beauty of Swan Lake Iris Gardens by fostering community engagement and cultural enrichment. We strive to offer educational opportunities and create a vibrant, inclusive event that unites residents and visitors in a shared appreciation for gardening, artistry, and family-friendly activities. Through these efforts, we aim to enhance the local spirit and showcase the natural and artistic splendor of our cherished gardens.



Iris Festival SPONSORSHIP OPPORTUNITIES

2026 SPONSOR BENEFITS	\$10,000	\$5,000	\$3,000	\$2,000	\$1,000
IRIS FESTIVAL PRESENTED BY ON ALL MATERIALS*	✓	-	-	-	-
LOGO ON FESTIVAL SCHEDULE/MAP*	✓	-	-	-	-
LOGO ON MAIN STAGE BANNER	✓	✓	-	-	-
COMPLIMENTARY PARADE ENTRY	✓	✓	-	-	-
LOGO ON FESTIVAL POSTER*	✓	✓	-	-	-
LOGO ON SPECIAL EVENT POSTER/ADS*	✓	✓	-	-	-
SPECIAL EVENT BANNER RECOGNITION	✓	✓	✓	-	-
SPONSOR SPEAKING TIME	UP TO 5 MIN/DAY ON MAIN STAGE, THU-SUN	UP TO 3 MIN AT ONE MAIN STAGE EVENT, FRI-SUN	UP TO 5 MIN AT SPECIAL EVENT ONLY	-	-
SPONSOR BOOTH	10x20 THU-SUN	10x10 THU-SUN	10x10 THU-SUN	10x10 FRI-SUN	-
LOGO ON VOLUNTEER T-SHIRTS*	✓	✓	✓	✓	-
SOCIAL MEDIA PROMOTED POST	✓	✓	✓	✓	✓
LOGO ON FESTIVAL WEBSITE	✓	✓	✓	✓	✓
LOGO IN FESTIVAL GUIDE*	✓	✓	✓	✓	✓
LOGO ON ENTRANCE BANNERS	✓	✓	✓	✓	✓
TASTE BUCKS (TO USE AT ALL FOOD TRUCKS)	200	100	60	40	20
LIMITED EDITION FESTIVAL LAPEL PIN	20	10	6	4	2

To ensure you receive all the benefits associated with your sponsorship level, please complete the form below and submit it via email to SumterIrisFestival@gmail.com as soon as possible. *Some benefits may not be available after February 1, 2026.

YOUR NAME:

COMPANY NAME:

SPONSORSHIP LEVEL:

EMAIL ADDRESS:

PHONE NUMBER:

YOUR SIGNATURE: