



PICKLE PALOOZA

A BRINY BASH

BASIC DETAILS:

DATES: SEPTEMBER 18-20, 2026

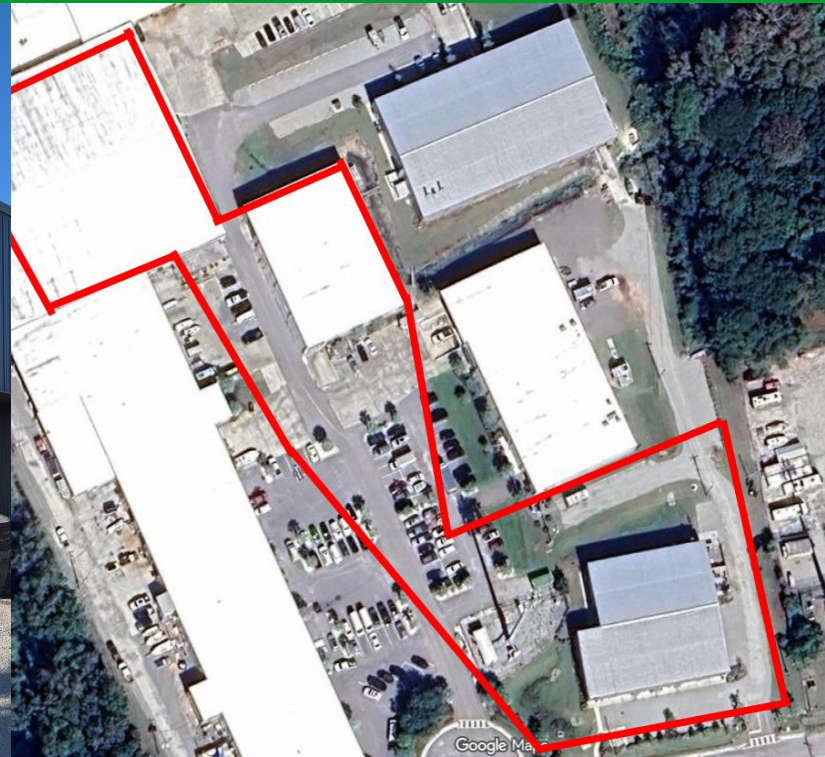
Friday: 6PM - 10PM

Saturday: 2PM - 6PM

Sunday: 11:30AM - 3:30PM

VENUE DETAILS:

- Four indoor spaces with connecting outdoor space
- 6 regulation pickleball courts
- Multiple vendor areas with room for up to 50 vendors
- Total capacity: 3000+

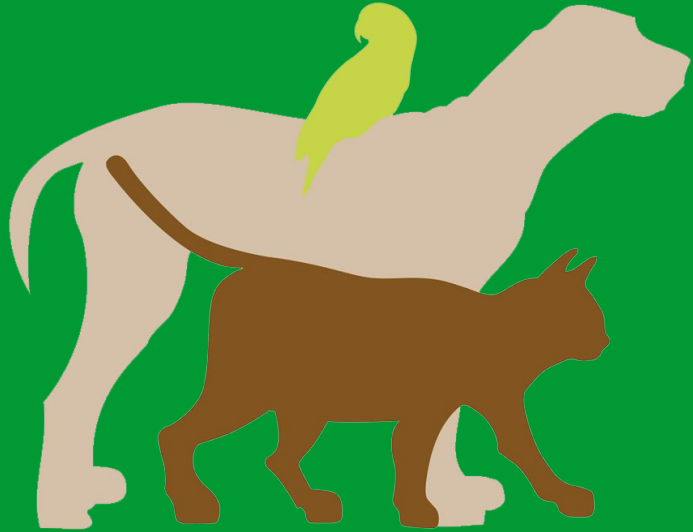


EVENT LINKS

Tickets: <http://thepicklepalooza.com/tickets>

Facebook: <https://www.facebook.com/events/1190930896236358/>

Website: <https://thepicklepalooza.com/>



Charleston Animal Society

BENEFITTING:

**CHARLESTON
ANIMAL SOCIETY**

EVENT THEME PICKLES!

- Transform venue into a pickle paradise
- VIP Early entry and exclusive swag
- Food trucks
- 30+ Pickle food/drink vendors
- Pickle retail vendors
- Pickle eating contest
- Pickle juice chug contest
- Pickle bobbing contest
- Live music
- Pickleball: Get a Taste For The Game!



- Pickle dancers
- Pickle gladiators
- Pickle dunk tank
- Pickle themed activities
- Pickle tasting
- Pickle themed menu
- Pickle merchandise
- Pickle photo ops
- And more!

PREVIOUS EVENT METRICS

(Pickle Palooza I and II)

1.95M REACH

601K REACH

664K REACH

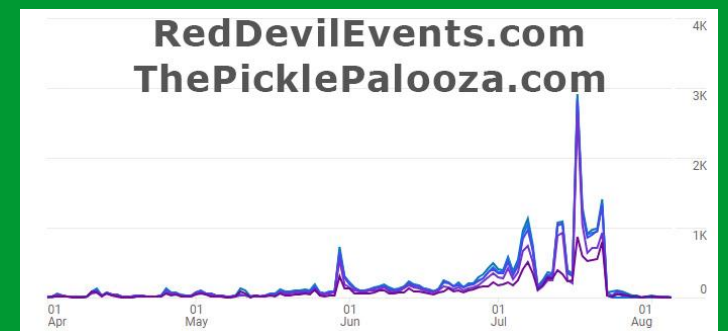
TOTAL



47K VIEWS

288K REACH

31K UNIQUE VISITORS



SPONSORSHIPS

Pickle Palooza: A 3-Day Brand Experience



FRIDAY: High-energy kickoff (early adopters + social crowd)

SATURDAY: Main festival (mass exposure)

SUNDAY: Brunch + market (longer engagement, higher intent)

Engage consumers across multiple touchpoints, not just one event.

*All sponsorship packages are for Saturday unless otherwise noted. Sponsorships can include a vendor area if needed. This must be requested at the time of registration.



The Whole Dill: Saturday Presenting Sponsor \$20,000

Full Weekend
Upgrade:
+30%

Sponsorship Recognition

- “Powered by Your Company” in all Saturday promos
- Full dedicated page on website
- Exclusive step and repeat with only your logo and event logo

- 360 videos featuring company logo
- Full banner across main stage with company logo
- Shoutouts from MC/bands/DJs
- Microphone time on stage if desired
- Custom cocktail named after company

Social Content

- Included in a minimum of 10 social media collaborations/posts leading up to the event
- Included in a minimum of 5 email blasts leading up to the event

Tickets

- 30 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



The Half Dill: Drink Stations, Step & Repeat

\$10,000

Full Weekend
Upgrade:
+30%

Sponsorship Recognition

- Logo included on main step and repeat
- Signage on all drink areas with company name & logo
- Minimum of 5 shoutouts from MC/bands/DJs
- Logo & link featured on website

Social Content

- Included in a minimum of 7 social media collaborations/posts leading up to the event
- Included in a minimum of 3 email blasts leading up to the event

Tickets

- 15 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



Friday: Kickoff Sponsor \$8,000

Sponsorship Recognition

- “Powered by Your Company” in all Friday promos
- Full dedicated page on website
- Exclusive step and repeat with only your logo and event logo
- 360 videos featuring company logo
- On-site activation
- DJ shoutouts + signage
- Microphone time on stage if desired
- Custom cocktail named after company

Social Content

- Included in a minimum of 6 social media collaborations/posts leading up to the event
- Included in a minimum of 3 email blasts leading up to the event

Tickets

- 12 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



Sunday: Brunch Sponsor \$6,000

Sponsorship Recognition

- “Powered by Your Company” in all Sunday promos
- Full dedicated page on website
- Exclusive step and repeat with only your logo and event logo

- Branding on brunch/menu experience
- Chill lounge activation opportunity
- Microphone time on stage if desired
- Custom cocktail named after company
- Strong sampling environment

Social Content

- Included in a minimum of 5 social media collaborations/posts leading up to the event
- Included in a minimum of 2 email blasts leading up to the event

Tickets

- 12 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



The Brine Boss: All Pickle Competitions

\$7,000

Full Weekend
Upgrade:
+30%

Sponsorship Recognition

- Presenting sponsor of the pickle competitions including pickle eating, pickle juice chug, and pickle bobbing
- Signage/banners across competition space
- Multiple shoutouts from MC throughout competitions
- Logo & link featured on website

Social Content

- Included in a minimum of 6 social media collaborations/posts leading up to the event
- Included in a minimum of 2 email blasts leading up to the event

Tickets

- 12 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



The Quarter Dill: Restroom Areas, Step & Repeat

Full Weekend
Upgrade:
+30%

\$5,000

Sponsorship Recognition

- Logo included on main step and repeat
- Signage by restroom area with company name & logo
- Multiple shoutouts from MC/bands/DJs
- Logo & link featured on website

Social Content

- Included in a minimum of 5 social media collaborations/posts leading up to the event
- Included in a minimum of 2 email blasts leading up to the event

Tickets

- 10 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



Pickleball - Shared

\$4,000

Full Weekend
Upgrade:
+30%

Sponsorship Recognition

- Recognized as a pickleball sponsor for the festival
- Ownership of one outdoor activity space at the festival
- Logo included on main step and repeat
- Signage by all restroom areas with company name & logo
- Two shoutouts from MC/bands/DJs
- Logo & link featured on website

Social Content

- Included in a minimum of 3 social media collaborations/posts leading up to the event
- Included in a minimum of 1 email blast leading up to the event

Tickets

- 8 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



The Dill Destroyer: Pickle Eating Contest

\$2,500

Full Weekend
Upgrade:
+30%

Sponsorship Recognition

- Presenting sponsor of the pickle eating competition only
- Signage/banners across competition space
- Multiple shoutouts from MC throughout competitions
- Logo & link featured on website

Social Content

- Included in 2 social media post leading up to the event

Tickets

- 6 VIP weekend passes

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



The Gherkin Guzzler: Pickle Juice Chug Contest

Full Weekend
Upgrade:
+30%

\$2,500

Sponsorship Recognition

- Presenting sponsor of the pickle juice chug competition only
- Signage/banners across competition space
- Multiple shoutouts from MC throughout competitions
- Logo & link featured on website

Social Content

- Included in 2 social media post leading up to the event

Tickets

- 6 VIP weekend passes

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



The Dill Diver: Pickle Bobbing Contest

\$2,500

**Full Weekend
Upgrade:
+30%**

Sponsorship Recognition

- Presenting sponsor of the pickle bobbing competition only
- Signage/banners across competition space
- Multiple shoutouts from MC throughout competitions
- Logo & link featured on website

Social Content

- Included in 2 social media post leading up to the event

Tickets

- 6 VIP weekend passes

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



The Gherkin: VIP Wristbands

\$2,000

**Full Weekend
Upgrade:
+30%**

Sponsorship Recognition

- Company logo included on VIP wristbands
- 1 shoutout from MC/bands/DJs
- Logo & link featured on website

Social Content

- Included in 2 social media posts leading up to the event

Tickets

- 4 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



The Spear: GA Wristbands

\$2,000

**Full Weekend
Upgrade:
+30%**

Sponsorship Recognition

- Company logo included on GA wristbands
- 1 shoutout from MC/bands/DJs
- Logo & link featured on website

Social Content

- Included in 2 social media posts leading up to the event

Tickets

- 4 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



The Chip: Outdoor Stage

\$2,000

**Full Weekend
Upgrade:
+30%**

Sponsorship Recognition

- Signage by our outdoor performance stage with company name & logo. This is NOT the pickle eating competition stage
- Logo & link featured on website

Social Content

- Included in 2 social media posts leading up to the event

Tickets

- 4 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



The Chip 2: Vendor Village

\$2,000

**Full Weekend
Upgrade:
+30%**

Sponsorship Recognition

- Signage throughout our vendor village with company name & logo
- Logo & link featured on website

Social Content

- Included in 2 social media posts leading up to the event

Tickets

- 4 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



Baby Dill 1: Check-in \$1,500

Full Weekend
Upgrade:
+30%

Sponsorship Recognition

- Signage by check in with company name & logo

Social Content

- Included in 1 social media post leading up to the event

Tickets

- 2 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



Baby Dill 2: Clash of the Cukes

\$1,500

**Full Weekend
Upgrade:
+30%**

Sponsorship Recognition

- Signage by the “Clash of the Cukes” best pickles competition with company name & logo

Social Content

- Included in 1 social media post leading up to the event

Tickets

- 2 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



Baby Dill 3: Giant Pickle Photo Op \$1,500

Full Weekend
Upgrade:
+30%

Sponsorship Recognition

- Signage by our giant pickle photo op (picture below) with company name & logo



Social Content

- Included in 1 social media post leading up to the event

Tickets

- 2 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



Baby Dill 4: Pickle Game/Activity Area

\$1,500

**Full Weekend
Upgrade:
+30%**

Sponsorship Recognition

- Signage by our pickle game/activity area with company name & logo. Games/activities will include pickle cornhole, pickle on a string challenge, pickle toss, pickle sack race, and other games means for groups of 20 or less

Social Content

- Included in 1 social media post leading up to the event

Tickets

- 2 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



Baby Dill 5: Parking Area

\$1,500

**Full Weekend
Upgrade:
+30%**

Sponsorship Recognition

- Signage throughout our parking area with company name & logo

Social Content

- Included in 1 social media post leading up to the event

Tickets

- 2 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



Baby Dill 6: Menu

\$1,500

**Full Weekend
Upgrade:
+30%**

Sponsorship Recognition

- Sponsor our drink/food menus with your company name & logo. This does NOT include individual vendor menus.

Social Content

- Included in 1 social media post leading up to the event

Tickets

- 2 VIP weekend passes
- Additional GA tickets if needed

*All sponsorship packages can include a vendor area if needed.
This must be requested at the time of registration.



Vendor Booth Only

\$250-\$500

No Sponsorship Recognition

- 10x10 area - must provide own supplies (tent, table, power, etc)
- Cost depends on sign up date:
 - 3/1 - 4/30: \$250
 - 5/1 - 5/31: \$300
 - 6/1 - 6/30: \$300
 - 7/1 - 7/31: \$350
 - 8/1 - 8/31: \$400
 - 9/1 - 9/10: \$450
 - 9/11 - 9/18: \$500

Tickets

- 4 GA tickets

NOTE:

The prices on this page are for SATURDAY ONLY. Saturday is required to participate. Friday or Sunday can be added for an additional \$150, or \$250 to add both Friday AND Sunday. Example: If you pay \$250 for Saturday, the price would be \$400 for two days, or \$500 for the entire weekend.



Custom

\$TBD

We can customize any package or create a new one to fit your needs. Contact us!

Email: Info@ThePicklePalooza.com
Cell (text or call): 843-800-2109

Red Devil
Events