



PICKLE PALOOZA

A BRINY BASH

PICKLE PALOOZA 2026

A Briny Bash

September 18-20 | Charleston, SC

3 Days. 3,000+ Attendees.
Millions of Impressions. One Wild Brand Opportunity.





WHY THIS EVENT EXISTS

Pickle Palooza isn't just a festival, it's a high-energy, social-first experience where food, drinks, music, and chaos collide. built for the kind of audience brands actually want:

- 👉 Social
- 👉 Spend-happy
- 👉 Experience-driven
- 👉 Highly shareable

This is where your brand doesn't just show up. It gets seen, tasted, posted, and remembered.



THE NUMBERS (THAT ACTUALLY MATTER)

- 2,000+ attendees (SOLD OUT 2025)
- 500+ person waitlist
- 3,000+ capacity in 2026
- 1.95M+ total digital reach
- 30K+ website visitors
- Hundreds of organic social posts from attendees

*No passive exposure.
Active, user-generated marketing at scale.*



WHO YOU'RE REACHING

Core Audience:

- 23-44 years old
- Social, outgoing, experience-driven
- Heavy spenders on food, drinks, and events

Behavior:

- Shares everything (Instagram, TikTok)
- Attends in groups (built-in virality)
- Engages with brands that are FUN and interactive



THE EXPERIENCE

We transform the venue into a full-blown pickle paradise:

- 30+ food & drink vendors
- Live music + DJs
- Pickle-themed cocktails & menus
- Competitions (eating, chugging, bobbing)
- Pickleball courts & games
- Photo ops built for social
- Friday night party + Sunday brunch

Every moment is built for interaction + content creation.



WHY SPONSOR?

You're not buying a logo placement.
You're buying:

- ✓ **Guaranteed Physical Interaction**
Sampling, swag, activations, and direct engagement
- ✓ **Social Amplification**
Your brand shows up in hundreds of attendee posts
- ✓ **Multi-Day Exposure**
Not a one-day hit—3-day brand immersion
- ✓ **Built-In Content Engine**
We create AND attendees create



SPONSORSHIP TIERS

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%

Own the biggest day of the festival.

- “Powered By” on all Saturday marketing
- Exclusive step & repeat (only your brand)
- Main stage banner + shoutouts
- Custom cocktail named after your brand
- 10+ social posts + 5 email features
- 30 VIP passes
- On-stage mic time + premium activation

Category ownership.

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



THE HALF DILL: Premium Partner

\$10,000

- Logo on main step & repeat
- Branding across drink stations
- 7 social posts + 3 email features
- 15 VIP passes
- MC shoutouts + on-site presence

Full Weekend
Upgrade:
+30%

High visibility + high engagement.

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



DAY OWNERSHIP SPONSORS:

Friday Kickoff – \$8,000

Sunday Brunch – \$6,000

Own a full experience:

- “Powered By” branding
- Exclusive activation space
- Cocktail/menu integration
- Social + email features

Perfect for lifestyle, alcohol, and experiential brands.

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EXPERIENCE SPONSORS:

Competitions (Brine Boss) – \$7,000

Pickleball Association – \$4,000

SOLD OUT

Stage / Vendor Village – \$2,000+

- Direct crowd engagement
- MC shoutouts + signage
- High-energy brand association

Where the crowd gathers = where your brand wins.

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VIP EXPERIENCE SPONSOR (HIGHLY RECOMMENDED) \$6,500 (EXCLUSIVE)

- Logo on all VIP swag bags
- Featured item inside every bag
- VIP lounge branding
- Direct interaction with top-tier attendees
- Social + email promotion
- 8 VIP passes

Every VIP walks around with your brand all weekend.

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



SWAG BAG OPPORTUNITIES

Supporting Sponsor – \$1,500

- Product + insert in VIP bags
- “VIP Partner” recognition

Insert Only – \$300

- Flyer, coupon, or QR placement

Low lift. High visibility.

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VENDOR OPPORTUNITIES

\$250–\$500 (Saturday Required)

- 10x10 space
- Direct sales + sampling
- Add full weekend for minimal upgrade

Get in front of thousands of buyers, not browsers.



LIMITED AVAILABILITY

- 1 Presenting Sponsor
- 1 VIP Experience Sponsor
- Limited premium placements

Many categories will sell out early.



CUSTOM PACKAGES

- 1 Presenting Sponsor
- 1 VIP Experience Sponsor
- Limited premium placements

Many categories will sell out early.



LET'S BUILD SOMETHING FUN

Email:

Info@ThePicklePalooza.com

Call/Text:

843-800-2109

