



AUGUST 30 - SEPTEMBER 2, 2018

## 2018 SPONSORSHIP INFORMATION

Sea Island commemorates the distinctive culture of all things Southern with the fourth annual Southern Grown, giving guests the chance to taste, sip, learn about, and experience the unique cuisine and traditions of the most special region of America. The weekend overflows with opportunities, kicking off with Friday night's *Garden & Gun* signature dinner and show. Saturday's daytime Southern Grown Marketplace, presented by Southeastern Wildlife Exposition, precedes "How to be a Southerner" workshops and demonstrations. Saturday evening will be a high-energy concert on Rainbow Island. The weekend culminates with a Sunday Brunch. The entire roster of events will be led by award-winning chefs and musical talent from across the South. All in the world-class setting of Sea Island.

PRESENTED BY

*Sea Island*<sup>®</sup>

Sea Island is an exceptional resort on Georgia's coast, appealing to those who appreciate extraordinary service and hospitality, enticing families, conference attendees, outdoor and activity buffs, and those just wanting to refresh and renew. It is the only resort in the world to have received four Forbes Five-Star awards for ten consecutive years. Learn more at [seaisland.com](http://seaisland.com)

2018 NATIONAL MEDIA SPONSOR

GARDEN & GUN

*Garden & Gun* is a multi-platform media company that celebrates stories of the American South through powerful journalism, bold photography, exquisite design, and finely curated retail and experiential journeys. The brand is anchored by its award-winning national magazine launched in 2007, *Garden & Gun*, which reports on the South's sporting culture, food, music, art, literature, and its people and their ideas. The coveted audience of 1.6 million is further engaged through the brand's Whole Hog podcast, numerous New York Times best-selling books, Mercantile + Co. and Fieldshop retail experiences, and 75+ events each year. Visit [gardenandgun.com](http://gardenandgun.com).

# ABOUT SOUTHERN GROWN

## FEATURED CHEFS

Meet some of our 2018 Southern Grown celebrities



### KENNY GILBERT

OWENER/CHEF:

- Gilbert's Underground Kitchen
- Gilbert's Social
- Gilbert's Southern Chicken Fish & Shrimp



## WEEKEND OVERVIEW\*

### THURSDAY, AUGUST 30

- 7–9 p.m.** Southern Grown Dinner with a performance by Holly Williams (Sea Island Club Members Only)

### FRIDAY, AUGUST 31

- 2–7 p.m.** The SoGro Hospitality Suite
- 7–10 p.m.** *Garden & Gun* Dinner Kick-Off Dinner and a Show with Drew Holcomb and The Neighbors

### SATURDAY, SEPTEMBER 1

- 10 a.m.–3 p.m.** The SoGro Hospitality Suite
- 10 a.m.–3 p.m.** Southern Grown Marketplace presented by Southeastern Wildlife Exposition
- 10 a.m.–2 p.m.** “How to be a Southerner” Workshops and Demos
- 6–7 p.m.** Pre-concert Shindig on Rainbow Island
- 7–11 p.m.** Southern Grown Concert with Needtobreathe

### SUNDAY, SEPTEMBER 2

- 10 a.m.–3 p.m.** Southern Grown Marketplace presented by Southeastern Wildlife Exposition
- 11:30 a.m.–2:30 p.m.** Southern Grown Sunday Brunch

\*Details subject to change.

## PAST FEATURED BANDS



Drive-By Truckers, 2017



Tedeschi Trucks Band, 2016



Jason Isbell, 2016



Avett Brothers, 2015



## 2018 PR, MEDIA, AND MARKETING INFORMATION

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- Dedicated website: Southerngrown.com. GardenandGun.com event listing
- Inclusion in *Garden & Gun* event roundup email blast deployed to 110,000 subscribers
- Sea Island email campaign to member and guest databases; *Garden & Gun* email invite to 14,000 opt-in subscribers
- Sea Island advertising in local magazines and online counterparts; *Garden & Gun* in-book announcements
- Sea Island social media support across all platforms
- *Garden & Gun* social media support across all platforms
- Sea Island collateral including official guide, save-the-date cards distributed to members and guests
- Sea Island and *Garden & Gun* logo usage and brand alignment
- Sea Island and *Garden & Gun* event signage
- Sea Island and *Garden & Gun* PR support
- Post event photography in *Garden & Gun* magazine
- Post event photo gallery on GardenandGun.com
- *Garden & Gun* in-book event listing in June/July and August/September issues

## TICKET AND PACKAGE OFFERINGS\*

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- **SoGro All-Access Pass – \$425**
  - Access to all events Friday, Saturday, and Sunday
  - Access to The SoGro Hospitality Suite Friday and Saturday
  - Southern Grown Welcome Bag
  - Access to *Garden & Gun* Kick-off Dinner and a Show on Friday\*\*
  - Saturday Southern Grown Marketplace presented by Southeastern Wildlife Exposition
  - “How to be a Southerner” Workshops and Demos
  - Access to Pre-concert Shindig on Rainbow Island
  - Ticket to Saturday Concert
  - Southeastern Wildlife Exposition on Sunday
  - Southern Grown Sunday Brunch
- **À La Carte Options**
  - Friday *Garden & Gun* Kick-off Dinner and a Show – \$160
  - Southern Grown Concert– \$75

*\*Details subject to change. \*\*Includes all food and drinks 20%++ service charge and tax will be added.*





Needtobreathe

## 2018 OFFICIAL CONCERT SPONSOR

### LEVEL ONE

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\$50,000 - One placement available

- **Official Concert Sponsor**

- Naming for the Saturday Concert and Two Southern Grown Concerts in 2018.
- Logo appears on all Southern Grown signage and collateral
- Limited to one organization

- **As Official Concert Sponsor, receive the following during the weekend:**

- Three guest rooms for three nights at The Cloister
- Three guest rooms for three nights at The Inn
- Eight SoGro All-Access passes for weekend and welcome bags
- Eight additional passes to *Garden & Gun* Kick-off Dinner and a Show on Friday
- Eight additional passes to “How to be a Southerner” Workshops and Demos
- Eight additional Southern Grown Marketplace presented by Southeastern Wildlife Exposition passes for Saturday
- Eight additional passes to Pre-concert Shindig on Rainbow Island
- Eight additional Southern Grown Concert passes for Saturday

- **Marketing and Promotional Benefits**

- Exclusive placement on Southern Grown website
- Two-page spread in Southern Grown Official Guide
- Company logo on welcome bag





## OFFICIAL 2018 PRESENTING SPONSOR

### LEVEL TWO

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\$35,000 - Two placements available

- **Presenting Sponsor**

- Logo appears on Southern Grown signage and collateral for one of the following events: “How to be a Southerner” or Saturday’s Pre-concert Shindig on Rainbow Island
- Limited to two organizations

- **As Presenting Sponsor, receive the following during the weekend:**

- Two guest rooms for two nights at The Cloister
- Six SoGro All-Access passes for weekend and welcome bags
- Six additional passes to *Garden & Gun* Dinner and a Show on Friday
- Six additional passes to Southern Grown Marketplace presented by Southeastern Wildlife Exposition
- Six additional passes for “How to be a Southerner” Workshops and Demos
- Six additional passes to Pre-concert Shindig on Rainbow Island
- Six additional passes for Southern Grown Concert on Saturday

- **Marketing and Promotional Benefits**

- Significant placement on Southern Grown website
- One-page ad in Southern Grown Official Guide







Drew Holcomb and The Neighbors

## 2018 SOUTHERN GROWN HOSPITALITY SPONSOR

### LEVEL THREE

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\$15,000 - Four placements available

- **Be a host of the one of the following events**
  - Your company logo to appear in all related marketing for one of the following events: Sunday Brunch, Pre-Dinner Event on the *Sea Island Explorer*, SoGro Hospitality Suite, or the Thursday Member-only Dinner at The Lodge
- **As Hospitality Sponsor, receive the following:**
  - One guest room for two nights at The Cloister
  - Two SoGro All-Access passes for weekend and welcome bags
  - Four additional passes to *Garden & Gun* Dinner and a Show on Friday
  - Four additional passes to “How to be a Southerner” Workshops and Demos
  - Four additional passes to Pre-concert Shindig on Rainbow Island
  - Four additional passes to Southern Grown Concert on Saturday
  - Four additional passes for Southern Grown Sunday Brunch
- **Marketing and Promotional Benefits**
  - Inclusion on Southern Grown website
  - 1/3-page ad in Southern Grown Official Guide





2018 FIVE STAR SPONSOR

## LEVEL FOUR

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\$8,000

- **As Five Star Sponsor, receive the following:**
  - One guest room for two nights at The Inn
  - Two SoGro All-Access passes for weekend and welcome bags
  - Four additional passes for *Garden & Gun* Kick-off Dinner and a Show
- **Marketing and Promotional Benefits**
  - Inclusion on Southern Grown website
  - 1/4-page ad in Southern Grown Official Guide

