CAPITAL CITY

COCKTAIL COMPETITION

YEAR FOUR

SPONSORSHIP PACKET

Sunday, June 14, 2026

4:00 PM – 7:00 PM

Expansive Palmetto Patio | 1122 Lady Street | Columbia, SC

Sponsorship Deadline: May 31, 2026

Presented by Bubblee Mixologist, LLC

bubbleemix.com

ABOUT THE EVENT

Four Years. One City. One Title.

The Capital City Cocktail Competition is Columbia's annual celebration of craft cocktails, local talent, and community spirit. Now in its fourth year, it has grown into one of the most anticipated events on Columbia's social calendar — a high-energy, polished evening that brings together the city's best bartenders, their loyal followings, and cocktail enthusiasts from across the Midlands.

Held at the Expansive Palmetto Patio at 1122 Lady Street, the event features eight of Columbia's most talented mixologists competing in two judged rounds before a live audience. Guests enjoy craft cocktails, food, tastings, and a vibrant atmosphere while voting for their favorite competitor in the People's Choice competition — with all votes raising money for a local charity.

Since Year One, the Capital City Cocktail Competition has grown in attendance and recognition year over year. The event has been featured by WIS, WLTX, the Post and Courier, the Daily Gamecock, and numerous local media outlets and platforms. C4 has established itself as a fixture in Columbia's hospitality and events scene, and Year Four represents the strongest edition yet.

THE COMPETITION

Two Rounds. Eight Competitors. One Champion.

Round 1

South Carolina Classics

Contestants craft a batched cocktail inspired by classic recipes with a South Carolina twist. Judges circulate to each station during the 4:00–4:45 PM tasting window.

Round 2

Destination

Each contestant is assigned a country and creates an original craft cocktail inspired by its culture and flavors. Contestants present their cocktail directly to the judges panel.

THE AUDIENCE

Who's in the Room

~175	25–50	Year 4	Local
Guests Per Event	Primary Age Range	Growing Year Over Year	Columbia Community Focus

Our audience is Columbia through and through — professionals, food and beverage enthusiasts, young adults, and the loyal regulars of Columbia's bar scene who come out to

cheer on their favorite bartenders. This is an engaged, local crowd that actively participates in the event, the voting, and the community conversation around it.

The event has been covered by WIS, WLTX, the Post and Courier, the Daily Gamecock, and a growing list of local media and digital platforms — giving C4 and its sponsors visibility well beyond the event itself.

WHY SPONSOR

What Sponsorship Does For Your Brand

The Capital City Cocktail Competition gives your brand direct access to one of Columbia's most engaged, community-driven audiences. This is not a passive placement — your brand is woven into the experience before, during, and after the event.

Brand Visibility

Logo placement on all printed and digital marketing materials, event signage, sponsor banners, and social media promotions before, during, and after the event.

Community Connection

Align your brand with a beloved Columbia event and a local charity. C4 is a community event at its core — sponsors are recognized as part of that community, not just advertisers.

Hospitality Access

Bring your team, entertain clients, and be in the room with Columbia's hospitality leaders, industry professionals, and engaged community members.

Social Media Reach

Dedicated posts and stories across Instagram, TikTok, and Facebook reaching Columbia's cocktail and hospitality community. All sponsors also receive a post-event performance report.

Live Recognition

Verbal recognition by the emcee throughout the event puts your brand in front of a live, attentive audience at multiple touchpoints during the competition.

Post-Event Reporting

Every sponsor receives a post-event after-action report detailing social media performance, reach, and engagement from all sponsored content — so you can see the return on your investment.

MEDIA COVERAGE

We've Been Recognized

The Capital City Cocktail Competition has been featured by local and regional media year over year, including:

WIS TV	**WLTX News 19**
Post and Courier	**The Daily Gamecock**
Local digital platforms & social media	*And additional regional media sources*

SPONSORSHIP TIERS

Benefits at a Glance

Use this table to compare all sponsorship tiers side by side. Detailed descriptions of each tier begin on the following page.

BENEFIT	PRESENTING $7,500	PLATINUM $5,000	GOLD $3,000	SILVER $1,000	BRONZE $500	FRIENDS $250
Event Tickets	15	12	8	4	3	2
VIP Access (included)	✓	✓	✓	✓	✓	–
Logo — All Print & Digital	✓	✓	✓	✓	✓	–
Logo — Event Signage	✓	✓	✓	✓	✓	✓
Logo — Sponsor Banner	✓	✓	✓	✓	✓	✓
Sponsor Table (6ft)	✓	✓	✓	–	–	–
Emcee Verbal Recognition	✓	✓	✓	✓	✓	✓
2-Min Speaking Opportunity	✓	–	–	–	–	–
Social Media — Dedicated Posts	5	3	2	1	1	–
Social Media — Stories	5	3	2	1	1	–
Featured in Email Blast	✓	✓	–	–	–	–
Post-Event Performance Report	✓	✓	✓	✓	✓	–
Winner Announcement Recognition	✓	–	–	–	–	–

Additional tiers available: VIP Sponsor ($1,000) | Food Sponsor ($750) | Bar Sponsor ($750) | Round Sponsor ($500). See next page for full details.

SPONSORSHIP PACKAGES

Tier Details

PRESENTING SPONSOR

Presenting Sponsor $7,500

The highest level of partnership. The Presenting Sponsor receives title rights to the event and maximum visibility across all channels.

Includes:

- 15 event tickets with VIP access
- Priority logo placement on all marketing materials, event signage, and sponsor banner
- Dedicated 6ft sponsor table at the event
- 2-minute optional speaking opportunity during the event
- Recognition during winner announcement
- 5 dedicated social media posts + 5 stories across Instagram, TikTok, and Facebook
- Featured placement in 1 event email blast
- Post-event after-action performance report
- Verbal recognition by emcee throughout the event

PLATINUM SPONSOR

Platinum Sponsor $5,000

Premium placement and broad visibility with full hospitality access, a sponsor table, and strong digital presence.

Includes:

- 12 event tickets with VIP access
- Prominent logo placement on all marketing materials, event signage, and sponsor banner
- Dedicated 6ft sponsor table at the event
- 3 dedicated social media posts + 3 stories
- Featured placement in 1 event email blast
- Post-event after-action performance report
- Verbal recognition by emcee

GOLD SPONSOR

Gold Sponsor $3,000

Solid visibility and brand presence with a sponsor table, hospitality bag inclusion, and dedicated social coverage.

Includes:

- 8 event tickets with VIP access
- Logo placement on marketing materials, event signage, and sponsor banner
- Dedicated 6ft sponsor table at the event
- 2 dedicated social media posts + 2 stories
- Post-event after-action performance report
- Verbal recognition by emcee

SPONSORSHIP PACKAGES CONTINUED

Additional Tiers

SILVER | $1,000

- 4 event tickets with VIP access
- Logo on marketing materials, signage & banner
- Inclusion in hospitality bags
- 1 dedicated social post + 1 story
- Post-event performance report
- Verbal recognition by emcee

BRONZE | $500

- 3 event tickets with VIP access
- Logo on event signage & sponsor banner
- 1 social story
- Verbal recognition by emcee

FRIENDS OF C4 | $250

For individuals and businesses who want to show their support for Columbia's cocktail community at any level.

- 2 event tickets
- Name featured on sponsor banner
- Verbal recognition by emcee

SPECIALTY SPONSORSHIPS

Focused Partnership Opportunities

In addition to our standard tiers, C4 offers four specialty sponsorship categories designed for businesses that want targeted, event-specific visibility.

VIP SPONSOR | $1,000

Exclusively power the VIP experience. Your brand is featured on VIP credentials and you have the opportunity to provide VIP guests with branded giveaways or items (provided by sponsor).

- Branded VIP credentials featuring your logo
- Opportunity to provide giveaways to VIP guests
- Logo on VIP signage and area branding
- Verbal recognition by emcee
- 1 dedicated social post + 1 story

FOOD SPONSOR | $750

Support the food experience at C4 through a cash or in-kind contribution. Receives Silver level sponsor benefits.

- All Silver tier benefits
- Logo featured on food station signage
- Verbal recognition as Food Sponsor by emcee
- Brand associated with the food experience throughout the event

BAR SPONSOR | $750

Financial sponsorship that places your brand at the heart of the competition. Branding featured at the central bar station where all contestants access shared resources.

- All Silver tier benefits
- Logo featured on central bar station signage
- Verbal recognition as Bar Sponsor by emcee
- Brand associated with the bar and spirits experience

ROUND SPONSOR | $500 per round

Sponsor one or both competition rounds (SC Classics and/or Destination). Your brand is featured in all round-specific materials and recognition. Up to 2 available.

- Logo on round-specific print materials
- Verbal recognition by emcee at the start and close of your round
- 2 event tickets

TERMS & CONDITIONS

Benefits, Definitions & Details

Logos

Your organization's logo must be provided in camera-ready art form for both web and print publications. See Sponsorship Levels for placement details per tier.

Sponsorship

Bubblee Mixologist, LLC will furnish the Sponsor with the sponsorship rights and amenities for the 2026 Capital City Cocktail Competition according to the Sponsorship Level selected and paid for by the Sponsor.

Term

The term of this Sponsorship Agreement begins on the later of the date signed or the date payment is received and accepted, and terminates upon the conclusion of the 2026 Capital City Cocktail Competition, held June 14, 2026.

Payment

Sponsorships are due no later than May 31, 2026. Invoices will be issued upon receipt of completed sponsorship commitments. Sponsor will pay the agreed-upon rate (less the value of any in-kind contribution) within thirty (30) days of receipt of an invoice from Bubblee Mixologist, LLC. All payments must be received before any benefits — including banners, print media, and on-site space — can be conveyed, unless otherwise waived by Bubblee Mixologist.

Use of Sponsor Marks

Sponsor grants to Bubblee Mixologist a non-exclusive, royalty-free license to use the Sponsor marks in camera-ready format during the Term in connection with Bubblee Mixologist promotional and publicity activities, including print, video, and electronic materials. This license extends after the Term solely for reference to the Sponsor's sponsorship of the 2026 Capital City Cocktail Competition.

Liability

Neither Bubblee Mixologist nor its representatives will be responsible for any injury, loss, harm, or damage that may occur to the Sponsor from any cause whatsoever. Under no circumstances will Bubblee Mixologist be liable for lost profits or other special or consequential damages, regardless of how any claim is brought or characterized, including whether brought in contract, tort, or otherwise.

Reschedule or Cancellation

The Capital City Cocktail Competition is scheduled to take place on June 14, 2026. Bubblee Mixologist reserves the right to reschedule or cancel the event if necessary for any reason, including: (i) weather; (ii) failure to receive commitments from the necessary number of sponsors; (iii) failure to reach agreement with applicable authorities on any issue related to the event; or (iv) acts of God or any other cause beyond Bubblee Mixologist's reasonable control. If the event is canceled in whole, Bubblee Mixologist will issue refunds on a pro-rata basis of total sponsorship fees received less expenses incurred. No further refunds or other amounts will be due. In no case will the refund to a Sponsor exceed the sponsorship fee actually paid.

Termination

Bubblee Mixologist reserves the right to accept or reject sponsors at its sole discretion. Bubblee Mixologist may terminate this Sponsorship Agreement at any time, in which case the Sponsor's rights to use the Event Marks will terminate immediately, and Bubblee Mixologist will refund any sponsorship fees paid less any out-of-pocket expenses incurred, and return any unused in-kind contribution.

Miscellaneous

This Sponsorship Agreement represents the entire agreement between Bubblee Mixologist and Sponsor. This Agreement establishes a non-exclusive relationship, and Bubblee Mixologist retains the right to enter into other Sponsorship Agreements at its discretion. All legal matters will be governed by and construed under the laws of the State of South Carolina. Sponsor irrevocably consents to personal jurisdiction of the courts in and for South Carolina for any actions arising out of or relating to this Agreement. This Agreement may be executed in counterparts, including facsimile or email copies, each treated as an original.

Thank You.

Cheers. Salud. Here's to Year Four.

We would love to have you as a partner in making Year Four the best Capital City Cocktail Competition yet. Columbia shows up for this event — and your brand will be part of what makes it great.

CONTACT

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Deadline	**May 31, 2026**