

*join us*

November 14-20, 2011

PALMETTO BLUFF

 **MUSIC TO  
YOUR MOUTH!**

**2011**  

SPONSORED BY **COASTAL  
LIVING**



[www.musictoyourmouth.com](http://www.musictoyourmouth.com)

## Music to Your Mouth

# 2011



Dedicating to providing one-of-a-kind experiences, Palmetto Bluff is bringing folks another helping (the 5th!) of Music to Your Mouth, November 14 – 20, 2011.

We've taste-tested our way through the south, and swirled and sipped our way through a litany of libations to put together an array of some of the finest nibbles and nectars to ever tickle a taste bud. At Music to Your Mouth you'll find the region's most prominent chefs, recognized for their southern fare, and producers of well-crafted, artisanal beverages and products.

You are invited to join us for a mouth-watering week of southern hospitality.



# PALMETTO BLUFF

The Lowcountry of South Carolina has an enduring legacy of **southern hospitality** steeped in history, etiquette and, of course, food. At Palmetto Bluff hospitality is a part of our heritage. At our annual Music to Your Mouth Festival, we carry on that tradition by presenting **one-of-a-kind culinary experiences** that will redefine the way you look at food and wine. We have gathered a cavalry of culinarians, winemakers, musicians and artists to accentuate the **abundance of ingredients** from our surrounding waters, woods and local farms. It is only because of the collaborative efforts of these industry leaders that we are able to take you on a **sensory experience** that can only be called Music to Your Mouth.



As the largest remaining waterfront property on the East Coast, Palmetto Bluff is evolving as a residential community and conservation preserve characterized by extensive nature preserves, river access, walking trails, a vibrant Village Center, residential neighborhoods and the elegant Inn at Palmetto Bluff, name the “#1 Best Resort in the U.S. & Canada” by *Travel + Leisure* magazine.

Join us at our table and become a part of our tradition.

[www.palmettobluff.com](http://www.palmettobluff.com)



## **PALMETTO BLUFF GIVES BACK**

\$25 of every Culinary Festival ticket, and \$50 of each Whole Hog Weekend Package goes directly to Second Helpings.

Since 1992, Second Helpings has “rescued” more than five million pounds of food destined for landfills and given it to agencies that feed the disadvantaged in Beaufort, Jasper and Hampton County. More than 160 volunteers from Hilton Head Island, Bluffton, Sun City and Beaufort gather perishable goods daily from local restaurants, caterers, resorts and grocery stores and deliver the food to approximately 65 local non-profit agencies.

To date, Music to Your Mouth has contributed more than \$20,000 to Second Helpings, helping to feed more than 500,000 local residents from Beaufort, Jasper and Hampton counties in southeastern South Carolina.

[www.seconddhelpingsshi.org](http://www.seconddhelpingsshi.org)

## 2011 SPONSOR OPPORTUNITIES

Depending on the type of exposure you seek, Music to Your Mouth offers two types of sponsorships - Event Sponsorships and Corporate Sponsorships. The event is a great opportunity to entertain clients, and meet and mingle with Palmetto Bluff owners and guests.



### CORPORATE SPONSORSHIPS \$3,000

As a Corporate Sponsor, your company will be featured in the overall promotion of Music to Your Mouth. Your company will receive exposure to potential and existing guests and other sponsors via the website and print materials. Tickets to the Sponsor Reception and Culinary Festival are included with the Corporate Sponsorship.



### EVENT SPONSORSHIPS

As an Event Sponsor, your company will be the sole sponsor at one particular event/venue during Music to Your Mouth.

The sponsorship will be very specific to the selected event and exposure will be highly focused on the particular event. You will also receive exposure to potential and existing guests and other sponsors via the website and print materials. Tickets to the Sponsor Reception and event tickets are included with each Event Sponsorship.

Each Event Sponsorship can be customized to your business, so let's get creative and make your sponsorship match your message and your market.



## EVENT SPONSORSHIPS

### Monday, November 14

Locals Outing & PIGNic ..... \$10,000

### Wednesday, November 16

The North & South Wine Dinner..... \$5,000

### Thursday, November 17

Bourbon Coast *Grace* Cruise ..... \$4,000

Vertical Flight Wine Tasting..... \$5,000

Chef Challenge ..... \$7,500

### Friday, November 18

Food of Place Cooking Class..... \$5,000

Stink & Drink II *Grace* Cruise ..... \$4,000

Block Party ..... \$10,000

### Saturday, November 19

Hair of the Dog Road Race ..... \$7,500

“Game Day” Tent ..... **SOLD**

Farmer’s Market ..... \$10,000

Chef’s Stage..... **SOLD**

Oyster Roast..... \$10,000

Last Hurrah..... \$5,000



# SPONSOR BENEFITS

## Web & Social Media

- In addition to the Music to Your Mouth dedicated website - [music toyourmouth.com](http://music toyourmouth.com) – where your company logo and link will live, the event is promoted on [palmettobluff.com](http://palmettobluff.com). Together, the sites see an average of 23,000 hits per month.
- Music to Your Mouth events are also promoted on [coastalliving.com](http://coastalliving.com), which sees an average of 1.3 million hits per month.
- Facebook and Twitter promotion, where more than 17,000 Palmetto Bluff and Coastal Living “fans” are following details on the Music to Your Mouth events.
- Dedicated event email blasts to Palmetto Bluff databases of 26,000 highly qualified prospects, resort guests and property owners.
- Events are also featured in the *Coastal Living* eNewsletter that blasts to 100,000 readers.

## Print & Media

- Logo on event signage and at unique events as applicable.
- Logo and website placement in the 2011 Culinary Festival Guide, distributed to 1000+ guests.
- Media exposure including logo and website in the November 2011 issue of Coastal Living, with a readership of 3.8 million. (Deadline for placement is August 1, 2011.)

## Event Tickets for mixing and mingling

- Two tickets to the Sponsor Reception on Tuesday, November 15.
- Tickets to the Culinary Festival on Saturday, November 20 (quantity based on sponsor level) and other events as applicable.



## MUSIC TO YOUR MOUTH GUEST PROFILE

- The event attracts the affluent traveler who seeks world-class activities and experiences.
- 220 “Whole Hog Weekend” guests enjoy Palmetto Bluff for the entire weekend; staying on property and enjoying all that Palmetto Bluff has to offer.
- Approximately 1,000 “A la Carte” guests join us for various events throughout the weekend.
- 30% of our event guests are Palmetto Bluff property owners.
- Top Markets = SC, NC, FL, GA, AL.
- Secondary markets = NY, PA, OH, MD, TX, CA.



## MEDIA EXPOSURE TO DATE

AOL Living  
*Atlanta Journal Constitution*  
*Bluffton Today*  
CH2  
*Coastal Living*  
*Delta Sky*  
*Everyday with Rachel Ray*  
*Forbes Life*  
*Garden & Gun*  
*Hilton Head Monthly*  
*Island Packet*  
*Nations Restaurant News*  
*O Magazine*  
*Ralph Lauren Magazine*  
Saveur  
South  
*Southern Accents*  
*Southern Living*  
Tasting Table  
*Traditional Home*  
The Travel Channel

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A sell-out event four years running, we anticipate the same in 2011.  
Secure your spot now as a Music to Your Mouth sponsor  
and enjoy all of the benefits that we are cookin' up.

For more information contact:  
Courtney Hampson  
843.706.6451  
[cehampson@crescent-resources.com](mailto:cehampson@crescent-resources.com)

**When the best tastes and sounds are all around you, it's Music to Your Mouth!**

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