



CAROLINA CHARM

A COCKTAIL AFFAIR

Benefiting

ISABELLA SANTOS

FOUNDATION

CAROLINA CHARM

A COCKTAIL AFFAIR

Benefiting the Isabella Santos Foundation

THURSDAY, OCTOBER 23, 2025 | 7 – 11 PM

THE REVELRY NORTH END | CHARLOTTE, NC

A Night of Reality TV-Inspired Entertainment & Impact

Join Reality TV stars **Shep Rose** and **Austen Kroll** for a one-night-only, Reality TV experience in Charlotte — where Southern glamour meets powerful purpose. With cocktails, confessionals, VIP lounges, and top-tier networking, this event supports pediatric cancer research through the Isabella Santos Foundation.



SHEP ROSE



AUSTEN KROLL

AUDIENCE

500+ guests:
lifestyle-savvy,
25–60 year-old
females

High-income
Charlotte and
Charleston
connectors

**Loyal Reality TV
fans** + local
tastemakers

National media
and social media
visibility

SPONSORSHIP LEVELS

PRESENTING SPONSOR | \$50,000

ONE EXCLUSIVE
OPPORTUNITY



- ✓ **Named as the Presenting Sponsor:** "Carolina Charm: A Cocktail Affair, presented by [Your Brand]"
- ✓ **Two Premier** 10-Top Tables + 20 VIP Passes
- ✓ **Exclusive Content Creation:** Collaborate with Shep and Austen on co-branded Instagram content (reels, photos, behind-the-scenes footage) shared with their combined 1.5M+ followers
- ✓ **Exclusive Activation** developed specifically for your brand
- ✓ **Full-Page** Program Ad
- ✓ **Industry exclusivity**
- ✓ **Logo on all marketing**, signage, tables, and event screens
- ✓ **Exposure** to 57K+ email recipients, 14K+ social followers via ISF and 1.5M+ via Shep and Austen
- ✓ **Tagged** in dedicated posts from ISF + mentions in talent social coverage
- ✓ **Recognition** from stage during the event
- ✓ **Access** to ISF PR team and post-event digital content

PLATINUM | \$25,000



- ✓ **Premier** 10-Top Table + 10 VIP Passes
- ✓ **Exclusive Activation** (we will co-develop a custom on-site activation for you!)
- ✓ **Half-Page** Program Ad
- ✓ **Logo in marketing**, signage, tables, and event screens
- ✓ Exposure to 57K+ email recipients, 14K+ social followers via ISF and 1.5M+ via Shep and Austen
- ✓ Tagged in dedicated posts from ISF posts, Shep and Austen
- ✓ ISF PR team access

GOLD | \$15,000



- ✓ Preferred 10-Top Table + 10 VIP Passes
- ✓ Brand Activation (we will develop a custom on-site activation for you!)
- ✓ ¼-Page Program Ad
- ✓ Logo in marketing, signage, tables, and event screens
- ✓ Sponsor booth + giveaway placement
- ✓ ISF social media tagging and logo exposure

SILVER | \$10,000



- ✓ Reserved Seating for 5 Guests + 2 VIP Passes
- ✓ 1/8 Page Program Ad
- ✓ Logo in marketing, signage, tables, and event screens
- ✓ Branded booth or product giveaway option
- ✓ ISF social media tagging and logo exposure

BRONZE | \$5,000



- ✓ Reserved Seating for 5 Guests
- ✓ In kind product placement (sponsor covers all costs) required
- ✓ Name listed in event program and event screens
- ✓ ISF social media tagging

CAROLINA
CHARM

PREMIUM BRAND ACTIVATION IDEAS



SIP WITH SHEP BAR LOUNGE

A branded cocktail lounge starring Shep; sponsor the signature drinks or host a mixology moment with him.



GLOW-UP GLAM ROOM

Beauty touch-up lounge with sponsored glam stations for lips, lashes, blowouts, and glow-up essentials.



BOTOX & BUBBLY LOUNGE

Chic, private suite sponsored by a medspa offering mini consults, facial treatments, or giveaways paired with bubbly.



LIPSTICK & LASHES BAR

Quick-glam stop for guests to refresh their look; includes co-branded lip kits and lash touch-ups.



REALITY TV CONFESSIONAL BOOTH

Faux set where guests film their own 30-second "confessionals" with sponsor-branded video overlays.



CUSTOM MERCH BAR

"Make Your Own Charm" station with branded bags, pouches, tees, or charm keychains. Product placement incorporated.



REALITY TV CLOSET TRY-ON ROOM

Try on bold, fashion pieces with selfie mirrors and a stylist on site. Product placement incorporated.



GLAM CAM SPONSORED BY [BRAND]

360-degree or slo-mo camera booth for glam reels, with branded overlays sent directly to attendees.



ROSÉ PULL WALL

Every pull wins a bottle, but one wins big (think designer bag or travel). A high-visibility activation for wine or luxury brands.



CHARM SHOTS PORTRAIT STUDIO

Mini professional photo setup with fun or glam backdrops; guests leave with branded headshot.



MIRROR SELFIE LOUNGE

Instagrammable neon-lit mirror maze with pop-culture quote decals. Sponsored by beauty or skincare brands.



CUSTOM SCENT BAR

Create-your-own fragrance rollers with Reality TV-themed names; ideal for a luxury fragrance or clean beauty brand.



SOUTHERN SURVIVAL KITS

VIP swag bags featuring beauty samples, hangover helpers, fan gear, and luxe goodies from sponsors.



HOTEL PARTNER

House our talent in a luxury Charlotte property; includes co-branded social and on-site visibility.



TRAVEL PARTNER

Provide transportation for talent; receive media, signage, and backstage access branding.

CAROLINA
CHARM

TALENT SOCIAL REACH & BRAND ACTIVATION



Shep Rose – 950K+ Instagram followers
Austen Kroll – 660K+ Instagram followers



Sponsors at \$25K+ will be eligible for social tagging
with Shep and Austen — ideal for expanding brand visibility
among a dedicated, trend-driven audience.



**Presenting sponsor at \$50K+ can unlock exclusive visibility through
branded social media exposure** and the chance to co-create content with
Shep and Austen — amplifying your brand to hundreds of thousands of Reality
TV fans and lifestyle enthusiasts.

WHY SPONSOR?

Reach 500+ lifestyle-
focused attendees live

Connect with over
75K digital contacts

Engage with a Charlotte +
Charleston crossover audience

Associate your brand with celebrity
talent and philanthropic impact

Receive meaningful visibility across print,
email, social, and in-person channel

JOIN US

for a feel-good night out with friends, all in support of social good. Your sponsorship directly supports fertility preservation programs for children fighting rare cancers — giving young survivors the chance to build families of their own in the future.

Funds raised will benefit pioneering initiatives at both MUSC Children's Health in Charleston and Atrium Health Levine Children's in Charlotte, helping ensure that surviving cancer doesn't mean sacrificing the dream of parenthood.

For more info, contact **Katy Brown** at katy@carolina-charm.com.

CAROLINA
CHARM

CAROLINA CHARM

A COCKTAIL AFFAIR

Benefiting

ISABELLA SANTOS

FOUNDATION