



CAROLINA CHARM

FINDING LOVE IN THE SOUTH

ISABELLA SANTOS

FOUNDATION

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Benefiting the Isabella Santos Foundation

FRIDAY, OCTOBER 16 | 6 P.M.

THE REVELRY | CHARLOTTE, NC

Where Connection Creates Impact

A Live Dating Show. A Fundraising Competition. One Unforgettable Night.

Join the Isabella Santos Foundation (ISF) for its second annual **Carolina Charm: Finding Love in the South** — where philanthropy meets a little friendly matchmaking.

Hosted by Shep Rose and Salley Carson of Bravo's Southern Charm, the night will spotlight ten eligible "Charmers" committed to raising \$15,000 for pediatric cancer research and treatment, all while in pursuit of finding their perfect match.

As they compete for connection and impact, guests will be part of the action enjoying a lively night out filled with craft cocktails, delicious bites, interactive brand experiences and moments that bring the room together — all to support children with rare cancer.



SHEP ROSE



SALLEY CARSON

Come for the cause. Stay for the charm.

SPONSORSHIP LEVELS

RAINBOW ROW | \$35,000

ONE EXCLUSIVE OPPORTUNITY

Named as the Presenting Sponsor:

“Carolina Charm: Finding Love in the South, presented by [Your Brand]”

Two Premier Tables + VIP Passes (20-24 Guests)

Exclusive Content Creation: Co-branded content produced with ISF as a collaboration with talent (1.5M+ combined reach), including a featured reel or video

Speaking Opportunity during the program

Premium Onsite Brand Activation developed specifically for your brand

Full-Page Program Ad

Industry Exclusivity

Prominent Logo Placement in event marketing (physical + digital), including 40K+ email distribution

Inclusion in Save the Date + Invitation (commitment deadline applies)

Social Media Tags in dedicated posts from ISF + mentions in talent social coverage

Champagne Service for table

VIP Swag Bag inclusion

THE BATTERY | \$20,000

One Premier Table + VIP Passes (10-12 Guests)

Dedicated Social Post in collaboration with ISF (16K followers)

Premium Onsite Brand Activation developed specifically for your brand

Half-Page Program Ad

Industry Exclusivity

Logo in Event Marketing (physical + digital), including 40K+ email distribution

Social Media Tags in dedicated event posts, including pre & post-event promos

VIP Swag Bag inclusion

KING STREET | \$10,000

One Preferred Table (10-12 Guests)

Joint Onsite Brand Activation co-branded with another King Street level sponsor

1/4 Page Program Ad

Logo in Event Marketing (physical + digital), including 40K+ email distribution

Social Media Tags in dedicated posts

VIP Swag Bag inclusion

WATERFRONT PARK | \$5,000

Half Preferred Table (5-6 guests)

1/8 Page Program Ad

Logo in Event Marketing (physical + digital), including 40K+ email distribution

In-Kind Product Placement (sponsor covers all costs)

Social Media Tags in dedicated posts

THE MARKET | \$2,500

Reserved Seating for 5-6 Guests

In-Kind Product Placement (sponsor covers all costs)

Name Recognition in Event Program & digital screens

Social Media Tags in dedicated posts

CAROLINA CHARM

PREMIUM BRAND ACTIVATION IDEAS



SIP WITH SHEP & SALLEY LOUNGE

A branded cocktail lounge with the stars 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.



VITAMIN BAR LOUNGE

A wellness-forward refresh station featuring energy boosts, immunity shots and recovery essentials to keep guests feeling their best.



PHOTO LOUNGE

A styled, lounge-inspired photo moment designed for shareable content and brand visibility.



CUSTOM PORTRAITS

A live artist experience creating personalized, hand-drawn portraits—offering guests a unique, take-home keepsake from the evening.



CUSTOM CHARM BAR

“Make Your Own Charm” station with branded necklaces, bracelets or charms. Product placement incorporated.



PERSONAL STYLING PREVIEW

An interactive styling experience with a professional stylist, offering curated looks and bold wardrobe inspiration for any occasion.



BOWTIES & FEATHERS

A curated style experience that brings Southern sophistication to life through interactive brand engagement.



BUBBLES 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.



CIGAR & BOURBON LOUNGE

A refined, Southern-inspired lounge designed for hand-rolling cigars and premium bourbon tastings.



MIRROR SELFIE LOUNGE

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



BLINKY RING BAR

A signature, high-energy moment designed to spark connection, celebration and a little extra charm.



VIP SWAG BAGS

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



HOTEL ACCOMODATIONS

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 - 979K+ Instagram followers
Salley Carson - 160K+ Instagram followers



Sponsors at \$20K+ will be eligible for social tagging with Shep and Salley — ideal for expanding brand visibility among a dedicated, trend-driven audience.



Presenting sponsor at \$35K+ can unlock exclusive visibility through branded social media exposure and the chance to co-create content with Shep and Salley — amplifying your brand to hundreds of thousands of Reality TV fans and lifestyle enthusiasts.

WHY SPONSOR?

Reach 600+ 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 visibility across print, email, social and in-person channels

JOIN US for a feel-good night out with friends, all in support of social good. Your sponsorship directly supports programs benefiting children fighting rare cancers across our region. Funds raised will benefit pioneering initiatives at both MUSC Children's Health in Charleston and Atrium Health Levine Children's in Charlotte, helping ensure all children have the chance to thrive and survive.

READY TO GET INVOLVED?

Contact **Katy Brown** at katy@isftorch.org to explore the best way to align with your company's goals and maximize your partnership.

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