



**2026 STRATEGIC PARTNERSHIP OPPORTUNITY  
LOWCOUNTRY FISH & GRITS MUSIC FESTIVAL**

# GULLAH PROVERB

You don't know where you are going, if you don't know where you are from.

# GULLAH TRANSLATION

*Oonah ent kno whe oonah gwine,  
ef oonah ent kno whe oonah  
cumfum.*



Amiri Farris - Artist  
2026 Official FGMF Poster

# WHY FGMF?

**The Gullah Geechee culture represents one of the most intact African cultural retentions in the United States.** Because of their historical presence on isolated coastal plantations and Sea Islands, Gullah Geechee people preserved many of their West African traditions through foodways, music, artistry, spiritual practices, and the Gullah Creole language.

The Lowcountry Fish and Grits Music Festival (FGMF) exists to:

- Preserve heritage
- Elevate cultural excellence
- Support local artisans and entrepreneurs
- Create a trusted multigenerational gathering space



***This is not simply a music festival.  
It is a cultural infrastructure.***



Multigenerational Gathering – FGFM 2024

# EXECUTIVE SUMMARY



**The Lowcountry Fish & Grits Music Festival (FGMF)**, in just three years, is a rapidly growing cultural platform rooted in the preservation and celebration of Gullah Geechee heritage and its deep connection to the African diaspora. Founded by Gullah native Latrese Bush, and hosted annually on Hilton Head Island, SC — one of the nation’s top-ranked island destinations — FGMF draws a multi-state audience for a curated experience blending world-class music, culinary heritage, visual arts, storytelling, and cultural education.

## From 2024 to 2025, FGMF achieved:

- **77%** attendance growth (1,002 to 1,771)
- **67%** ticket sales growth (1,268 to 2,118)
- Representation from **21 states**
- A digital reach exceeding **1.3 million** impressions

## FGMF is more than a one-day event. It is a:

- Cultural preservation platform
- Regional tourism driver
- Catalyst for economic impact for local businesses
- Trusted gathering space for an affluent, experience-driven audience



# OUR AUDIENCE PROFILE

In 2026, we're aligning with corporate and institutional partners seeking authentic engagement, measurable visibility, and lasting cultural impact. FGMF attracts an engaged, culturally rooted, economically active audience with strong brand loyalty and travel influence.

## Core Demographic:

- 73% African American
- 68–75% Female
- Primary Age Range: 45–65+
- Median Household Income: \$50,000–\$149,000
- College-Educated Majority
- Average Order: 2 Tickets Per Purchase  
(Group Travel Behavior)
- 21-State Representation

## Behavioral Insights:

- Experience-driven consumers
- High social sharing behavior
- Strong community trust networks
- Decision-makers in household purchasing
- Travel and hospitality spenders
- Highly brand-loyal once trust is established



# SPONSOR IMPACT & COMMUNITY RESPONSE



## Watterson Brands



# WATTERSON BRANDS

**THE BANK**  
HILTON HEAD'S BEER GARDEN



 **burnt church**  
DISTILLERY

“The Fish & Grits Music Festival has been an incredible investment for our community. As a proud two-year sponsor, Watterson Brands has seen firsthand the positive economic impact — especially during October, which is typically off-season on the island. With *The Bank* located across from the park, **we experienced a definite uptick in business and an atmosphere that rivaled peak season.**” - *Billy Watterson, Owner*



## Gullah Geechee Cultural Heritage Corridor



“As proud supporters since the beginning, the Gullah Geechee Cultural Heritage Corridor recognizes the Fish & Grits Music Festival as one of the brightest emerging cultural events in the Corridor. Its growing national reach and measurable cultural and economic impact make it a powerful platform for preserving and promoting our heritage.” - *Djuanna Brockington, Executive Director*

## Hilton Head MLK Committee for Justice



“We are grateful for the partnership and generous support of the Fish & Grits Music Festival. **Their contributions have strengthened our ability to deliver meaningful programming** that benefits the Hilton Head Island and Bluffton communities. We see the impact of this great event continuing to grow year after year.” - *Galen Miller, Director*



# CORPORATE PARTNERSHIP LEVELS

Each sponsorship tier is structured to deliver meaningful brand visibility, measurable engagement, and direct access to a loyal, experience-driven audience.

Benefits	\$1,000 Cultural Patron Unlimited	\$1,500 Heritage Supporter 6 Slots	\$2,500 Community Partner 6 Slots	\$5,000 Cultural Ambassador 4 Slots	\$7,500 Heritage Champion 2 Slots	\$10K Cultural Steward 1 Slot - COMMITTED
Logo on Festival Website	✓	✓	✓	✓	✓	✓
Travel Guide Directory Listing	✓	✓	✓	✓	✓	✓
Dedicated Social Media Posts		1	3	5	7	10
*10x10 Vendor Booth		✓	✓	✓	✓	✓
Park Signage		✓	✓	✓	✓	✓
Festival SWAG Bags		2	3	5	7	10
Logo on Festival T-shirt		✓	✓	✓	✓	✓
Park Fence Banner		✓	✓			✓
Main Stage Banner Placement				✓	✓	✓
Full-page Newsletter Spotlight				✓	✓	✓
:10 Recorded Sponsor Mention		1	3	5	7	10
On Stage Remarks					✓	✓
Media Inclusion						✓
*Exclusive Experience Sponsor				✓	✓	✓
Festival Presenting Sponsor						✓
VIP Entry						✓
Event Tickets	5	5	5	10	15	20

# CORPORATE PARTNERSHIP LEVELS



Lowcountry  
Celebration Park



Cultural Steward

Heritage Champion

Cultural Ambassador





# JOIN US IN EXPANDING CULTURAL LEGACY

FGMF is more than an event. It is a growing cultural platform with expanding national reach and measurable regional economic impact.



FGMF 2025



FGMF 2025

**Contact Us:**

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