



South Carolina
Aquarium

2026 Event Sponsorship Opportunities



The South Carolina Aquarium, Charleston's No. 1 family attraction, is home to more than 5,000 animals, representing our state's diverse wildlife from the mountains to the sea! Locals and tourists alike flock to the Aquarium to enjoy dynamic exhibits, interactive programming and sweeping views of the Charleston Harbor. The South Carolina Aquarium Sea Turtle Care Center™ is a highlight of visiting, allowing guests to come face-to-face with sick and injured sea turtles undergoing rehabilitation for release back to the wild.

South Carolina Aquarium event sponsors align their brand with our mission, providing vital funding and resources that allow us to create one-of-a-kind experiences for a variety of audiences. Event sponsors enjoy tremendous brand visibility and community engagement while supporting the Aquarium's efforts in animal care, education and conservation.

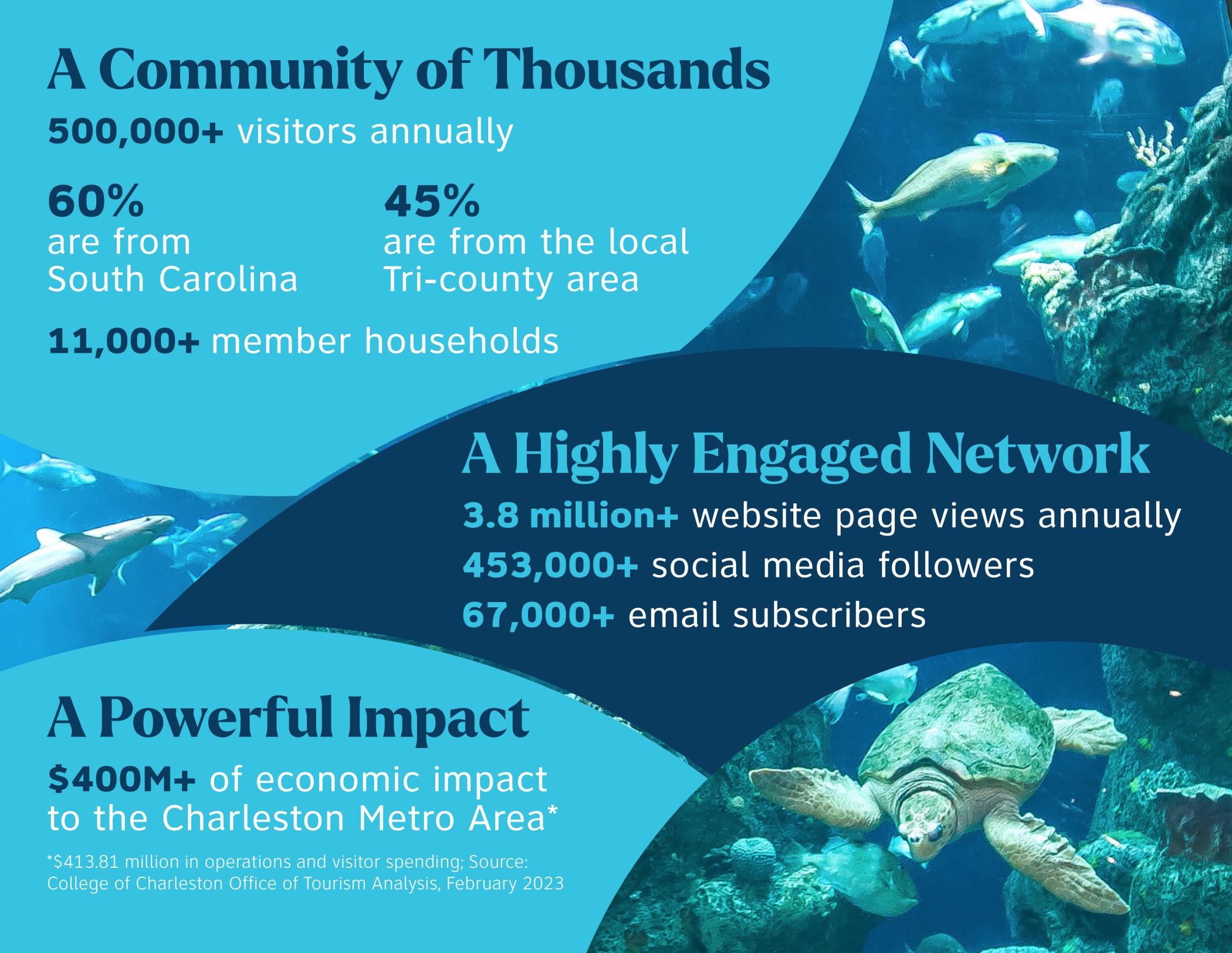
Our Mission

Leading the way to connect people with water, wildlife and wild places.

The South Carolina Aquarium is a 501(c)(3) nonprofit organization and is accredited by the Association of Zoos and Aquariums (AZA).



A Community of Thousands



500,000+ visitors annually

60%
are from
South Carolina

45%
are from the local
Tri-county area

11,000+ member households

A Highly Engaged Network

3.8 million+ website page views annually

453,000+ social media followers

67,000+ email subscribers

A Powerful Impact

\$400M+ of economic impact
to the Charleston Metro Area*

*\$413.81 million in operations and visitor spending; Source:
College of Charleston Office of Tourism Analysis, February 2023

Mermaids at the Aquarium

Weekends in February 2026

Audience: Families and members from local and drive markets with children ages 4–12

Anticipated Attendance: 29,000–34,000

Our audience asked, and we answered! On weekends in February, we're making a splash by bringing back Mermaids at the Aquarium. Guests can interact with mermaids in Carolina Seas throughout the day and capture unforgettable photo ops along the way. The fun continues for all guests with a scavenger hunt throughout the Aquarium and specialty programming designed to engage all ages. Additionally, we'll have exclusive member events running concurrently featuring crafts, story time, face painting and a mermaid meet-and-greet.

This high-visibility, family friendly promotion is expected to drive a 30–40% increase over normal attendance. For sponsors and partners, Mermaids at the Aquarium presents a prime opportunity to align with a trusted institution, reach an engaged family audience and showcase community commitment — all while gaining standout visibility during one of our most anticipated promotions of the year.



Mermaids
AT THE AQUARIUM

Mermaids at the Aquarium Sponsorship Opportunities

Presenting and VIP Sponsor

\$25,000 | *One available*

- Named recognition as Presenting Sponsor in select marketing efforts
- Two (2) opportunities to engage your brand with attendees during the promotion period
- Logo visibility on digital admissions sign and select promotional collateral
- Logo visibility on promotional item and souvenir photo border
- Logo visibility on the Mermaids landing page
- Six (6) VIP Mermaid Meet-and-Greet tickets
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 20% off Aquarium daytime general admission tickets
- Twenty-five (25) complimentary Aquarium daytime general admission tickets

Guest Experience Sponsor

\$20,000 | *One available*

- Recognition in select marketing efforts
- One (1) opportunity to engage your brand with attendees during the promotion period
- Logo visibility on select promotional collateral
- Logo visibility on the Mermaids landing page
- Six (6) VIP Mermaid Meet-and-Greet tickets
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 20% off Aquarium daytime general admission tickets
- Twenty-five (25) complimentary Aquarium daytime general admission tickets

Please note:

Some benefits may be time-sensitive and cannot be guaranteed after December 22, 2025.



Mermaids at the Aquarium Sponsorship Opportunities

Gold Sponsor \$15,000

- One (1) opportunity to engage your brand with attendees during the promotion period
- Logo visibility on select promotional collateral
- Logo visibility on the Mermaids landing page
- Four (4) VIP Mermaid Meet-and-Greet tickets
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 20% off Aquarium daytime general admission tickets
- Twenty (20) complimentary Aquarium daytime general admission tickets

Silver Sponsor \$10,000

- Logo visibility on select promotional collateral
- Logo visibility on the Mermaids landing page
- Two (2) VIP Mermaid Meet-and-Greet tickets
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 15% off Aquarium daytime general admission tickets
- Fifteen (15) complimentary Aquarium daytime general admission tickets

Bronze Sponsor \$5,000

- Logo visibility on select promotional collateral
- Name visibility on the Mermaids landing page
- Two (2) VIP Mermaid Meet-and-Greet tickets
- Employee-exclusive code for \$20 off Aquarium membership
- Ten (10) complimentary Aquarium daytime general admission tickets



Please note: Some benefits may be time-sensitive and cannot be guaranteed after December 22, 2025.



South Carolina Aquarium Gala

May 16, 2026

Audience: Aquarium supporters and influential business and community leaders from across the region

Event Capacity: 400 guests

The South Carolina Aquarium Gala is an annual celebration of conservation, community and commitment to our mission. Guests will join an exclusive gathering of thought leaders united in their passion for the natural world. The evening features a seated dinner, a dynamic fundraising experience and a keynote from world-renowned National Geographic photographer Joel Sartore whose work is shaping the future of conservation. Guests will connect in an inspiring atmosphere that highlights the impact of philanthropy on animal care, education and conservation.

Gala presents an opportunity to align with a trusted institution, reach an engaged and elevated audience and showcase community commitment — all while gaining standout visibility during our most impactful event of the year. Benefits extend beyond Gala night — offering year-round opportunities to engage with the Aquarium's mission in meaningful and memorable ways.



SOUTH CAROLINA AQUARIUM



South Carolina Aquarium Gala Sponsorship Opportunities

Presenting Sponsor

\$25,000 | Two available

- Sponsor logo visibility on select promotional materials
- Sponsor logo visibility on select event-specific collateral including event presentation, digital program, digital welcome sign and select event-related signage
Must be committed and submit approved logo files to the Aquarium by April 1 for inclusion.
- Two full-page ads in the digital program
Ad must be submitted in approved format by April 15 for inclusion. The Aquarium will design the ad upon request; must be committed and submit approved ad assets by April 1.
- Verbal sponsor recognition onstage at event
- Sponsor logo visibility on the Gala landing page and Aquarium Corporate Opportunities landing page
Must submit approved logo files to Aquarium for inclusion; valid for one year.
- Exclusive sponsor logo visibility during the event, including projection on the Aquarium exterior, underwater diver sign, step and repeat, cocktail napkins and digital signage
- Sponsor listed in 2026 South Carolina Aquarium Annual Report
- Priority reserved dinner seating for 20 guests at two (2) tables at the event
- Opportunity for one (1) tailored corporate or family and friends volunteer experience
Maximum of 30 participants, minimum of 10 participants required; must be scheduled Monday–Friday between 9 a.m.–5 p.m.; subject to availability.
- One (1) complimentary reservation of the Aquarium’s James L. Ferguson Executive Conference Room*
- Complimentary general admission ticket availability
- VIP behind-the-scenes tours throughout the year
Maximum of four (4) tours for up to 10 guests; must be scheduled at least five (5) business days in advance.
- Opportunity to gift one (1) year of Conservation Steward \$500 level benefits to one family
- Invitation to attend 2026 Aquarium Aglow Preview Night
- Private animal encounter experience at the Aquarium for up to 10 guests
Must be scheduled two (2) weeks in advance; restrictions apply.
- **For individuals:** One (1) Watershed Society Chairman’s Council benefits, valid for one (1) year
- **For corporations:** Exclusive online code for 20% off daytime general admission tickets and exclusive online code for \$20 off any level of Aquarium membership for your staff**

Platinum Sponsor

\$20,000

- Sponsor logo visibility on select promotional materials
- Sponsor logo visibility on select event-specific collateral including event presentation, digital program, digital welcome sign and select event-related signage
Must be committed and submit approved logo files to the Aquarium by April 1 for inclusion.
- Full-page ad in the digital program
Ad must be submitted in approved format by April 15 for inclusion. The Aquarium will design the ad upon request; must be committed and submit approved ad assets by April 1.
- Verbal sponsor recognition onstage at event
- Sponsor listed in 2026 South Carolina Aquarium Annual Report
- Priority reserved dinner seating for 20 guests at two (2) tables at the event
- Opportunity for one (1) tailored corporate or family and friends volunteer experience
Maximum of 30 participants, minimum of 10 participants required; must be scheduled Monday–Friday between 9 a.m.–5 p.m.; subject to availability.
- VIP behind-the-scenes tours throughout the year
Maximum of two (2) tours for up to 10 guests; must be scheduled at least five (5) business days in advance.
- Complimentary general admission ticket availability
- Opportunity to gift one (1) year of Conservation Steward \$500 level benefits to one family
- Invitation to attend 2026 Aquarium Aglow Preview Night
- **For individuals:** One (1) Watershed Society Chairman’s Council benefits, valid for one (1) year
- **For corporations:** Exclusive online code for 20% off daytime general admission tickets and exclusive online code for \$20 off any level of Aquarium membership for your staff**



Please note: Some benefits may be time-sensitive and cannot be guaranteed after April 15, 2026.

South Carolina Aquarium Gala Sponsorship Opportunities

Gold Sponsor \$10,000

- Sponsor logo visibility on select event collateral including event presentation, digital program and select event-related signage
Must be committed and submit approved logo files to the Aquarium by April 1 for inclusion.
- Half-page ad in the digital program
Ad must be submitted in approved format by April 15 for inclusion. The Aquarium will design the ad upon request; must be committed and submit approved ad assets by April 1.
- Verbal sponsor recognition onstage at event
- Sponsor listed in 2026 South Carolina Aquarium Annual Report
- Reserved dinner seating for 10 guests at one (1) reserved table at the event
- Opportunity for one (1) tailored corporate or family and friends volunteer experience
Maximum of 30 participants, minimum of 10 participants required; must be scheduled Monday–Friday between 9 a.m.–5 p.m.; subject to availability.
- Complimentary general admission ticket availability
- Opportunity to gift one (1) year of Conservation Steward \$500 level benefits to one family
- Invitation to attend 2026 Aquarium Aglow Preview Night
- **For individuals:** One (1) Watershed Society Chairman’s Council benefits, valid for one (1) year
- **For corporations:** Exclusive online code for 20% off daytime general admission tickets and exclusive online code for \$20 off any level of Aquarium membership for your staff**

Silver Sponsor \$7,500

- Sponsor logo visibility on select event collateral including event presentation, digital program and select event-related signage
Must be committed and submit approved logo files to the Aquarium by April 1 for inclusion.
- Sponsor listed in 2026 South Carolina Aquarium Annual Report
- Reserved dinner seating for 10 guests at one (1) table at the event
- Complimentary general admission ticket availability
- Invitation to attend 2026 Aquarium Aglow Preview Night
- **For individuals:** One (1) Watershed Society Guardian benefits, valid for one (1) year

Bronze Sponsor \$2,000

- Sponsor logo visibility in digital program
Must be committed and submit approved logo files to the Aquarium by April 1 for inclusion.
- Sponsor listed in 2026 South Carolina Aquarium Annual Report
- Two (2) tickets to the event
- Complimentary general admission ticket availability
- Invitation to attend 2026 Aquarium Aglow Preview Night

**Executive Conference Room reservations must be made with the Aquarium at least one week prior to the requested date. Meetings can be scheduled Monday–Friday, between the hours of 9 a.m.–4 p.m. The Aquarium will make every effort to provide access on requested date; however, use is subject to internal meeting schedules. The Aquarium reserves the right to reschedule corporate use of the room at any time. Reservation may be subject to standard Aquarium load-in and load-out procedures.*

***Benefits cannot be combined with other offers. Membership offer many not be applied toward a giving society or Angelfish Family membership. Other restrictions may apply.*

Please note: Some benefits may be time-sensitive and cannot be guaranteed after April 15, 2026.



Jurassic Seas: Dinosaurs of the Deep

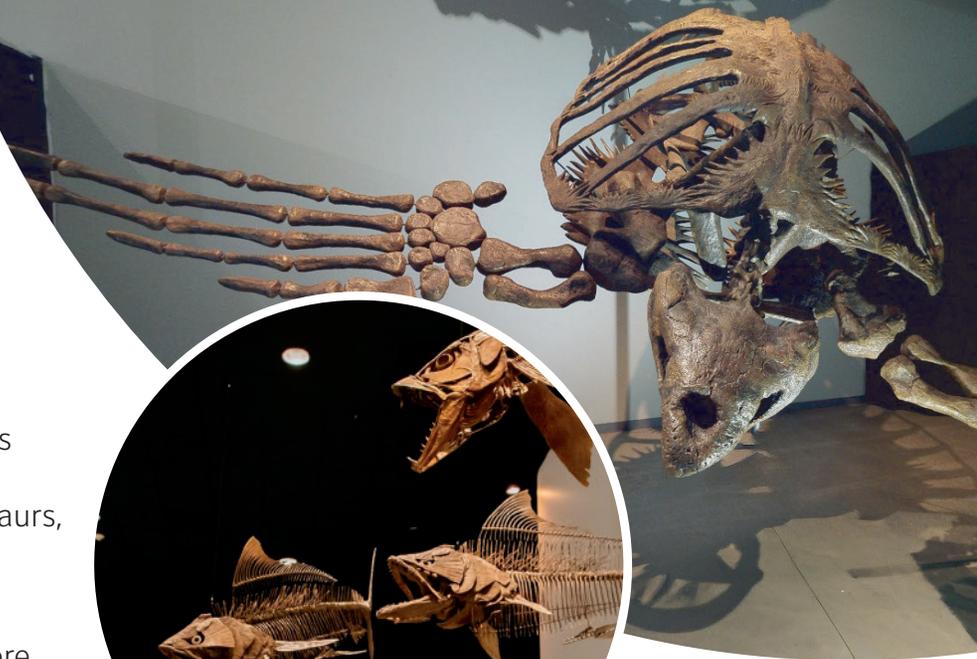
June–December 2026

Audience: Families, members and adults from local and drive markets

Anticipated Attendance: 310,000–325,000

Dive 70 million years into the past with a captivating new exhibit that brings the marine world of the Late Cretaceous to life throughout the Aquarium. Encounter stunning fossils of long-extinct sea creatures — including mosasaurs, ammonites and the ancestors of our beloved sea turtles — that once ruled Earth's oceans.

Through interactive displays and realistic skeletal replicas, visitors can explore how ancient marine worlds functioned and discover the critical roles these creatures played in shaping today's underwater landscapes. Step into the ancient seas, feel the pulse of prehistoric tides and uncover how the story of life long vanished still ripples beneath the waves.



Jurassic Seas

Dinosaurs of the Deep

Jurassic Seas Sponsorship Opportunities

Presenting Sponsor

\$25,000 | *One available*

- Name recognition as Presenting Sponsor in select marketing efforts
- Prominent name recognition onsite as the Presenting Sponsor of Jurassic Seas
- Logo visibility on the Jurassic Seas landing page
- Logo visibility on select onsite signage
- Logo visibility on the Aquarium Corporate Opportunities landing page
- One (1) complimentary reservation of the SCA James L. Ferguson Executive Conference Room
- Invitation for ten (10) to Jurassic Seas Preview Night
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 20% off Aquarium daytime general admission tickets
- Fifty (50) complimentary Aquarium daytime general admission tickets

Platinum Sponsor

\$15,000 | *Three available*

- Exclusive logo visibility on display-specific exhibit signage
- Logo visibility on the Jurassic Seas landing page
- Logo visibility on select onsite signage
- Invitation for eight (8) to Jurassic Seas Preview Night
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 20% off Aquarium daytime general admission tickets
- Twenty-five (25) complimentary Aquarium daytime general admission tickets

Gold Sponsor

\$10,000

- Logo visibility on the Jurassic Seas landing page
- Logo visibility on select onsite signage
- Invitation for five (5) to Jurassic Seas Preview Night
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Fifteen (15) complimentary Aquarium daytime general admission tickets

Silver Sponsor

\$5,000

- Logo visibility on the Jurassic Seas landing page
- Logo visibility on select onsite signage
- Invitation for five (5) to Jurassic Seas Preview Night
- Employee-exclusive code for \$20 off Aquarium membership
- Ten (10) complimentary Aquarium daytime general admission tickets

Bronze Sponsor

\$2,500

- Logo visibility on the Jurassic Seas landing page
- Logo visibility on select onsite signage
- Employee-exclusive code for \$20 off Aquarium membership
- Five (5) complimentary Aquarium daytime general admission tickets

Please note: Some benefits may be time-sensitive and cannot be guaranteed after March 18, 2026.



Beer From Here

September 2026

Audience: 21+, Tri-county area beer enthusiasts and foodies

Capacity: 450

Charleston's most unique beer tasting event is at the South Carolina Aquarium! Beer From Here brings together a multitude of the Lowcountry's favorite breweries to sample their signature sips onsite. Guests are treated to two styles from each craft brewery, along with sustainable light bites from our Good Catch restaurant and catering partners! A DJ keeps the energy up throughout the evening as guests explore the Aquarium after hours and enjoy an evening on the waterfront.



Beer From Here Sponsorship Opportunities

Presenting Sponsor \$10,000 | *One available*

- Named recognition as Presenting Sponsor in event promotions
- Opportunity to engage your brand with attendees during the event
- Logo visibility on commemorative tasting glass
- Logo visibility on event landing page and select onsite signage at the event
- Verbal recognition during event announcements
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$15 off Beer From Here tickets
- Complimentary general admission ticket availability tailored to sponsor needs

Gold Sponsor \$5,000

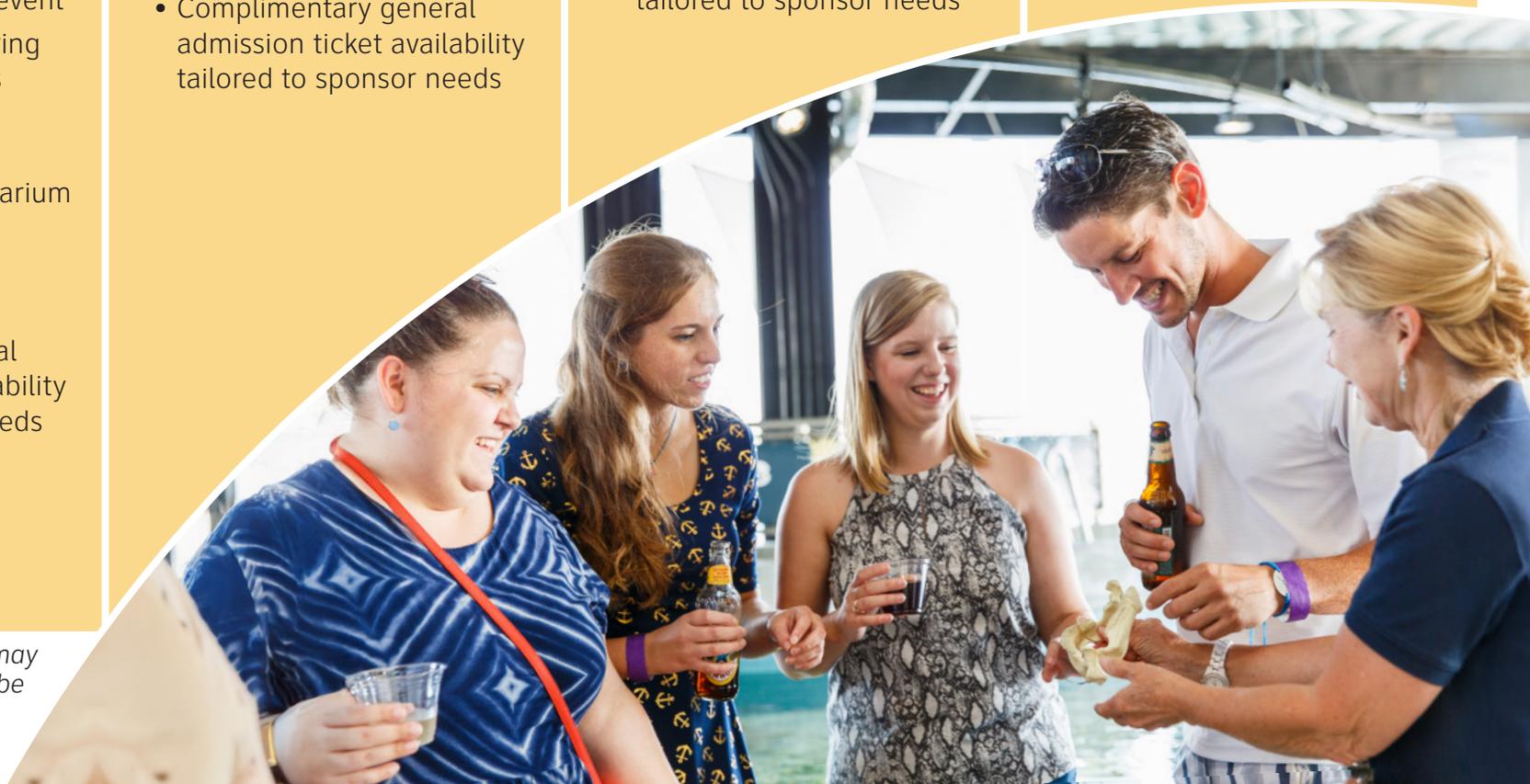
- Opportunity to engage your brand with attendees during the event
- Logo visibility on event landing page and select onsite signage at the event
- Recognition in select event promotions
- Employee-exclusive code for \$10 off Beer From Here tickets
- Complimentary general admission ticket availability tailored to sponsor needs

Silver Sponsor \$2,500

- Opportunity to engage your brand with attendees during the event
- Logo visibility on event landing page and select onsite signage at the event
- Employee-exclusive code for \$5 off Beer From Here tickets
- Complimentary general admission ticket availability tailored to sponsor needs

Bronze Sponsor \$1,000

- Name visibility on event landing page and logo visibility on select onsite signage at the event
- Complimentary general admission ticket availability tailored to sponsor needs



Please note: Some benefits may be time-sensitive and cannot be guaranteed after July 2026.

Fish or Treat

October 21, 2026

Audience: Aquarium members; typically families with young children

Capacity: 1,250

The Aquarium fills with fun during our most popular member event: Fish or Treat! This sell-out event gives member families the opportunity to trick-or-treat throughout the Aquarium, participate in kids' activities and show off in a costume contest. Fish or Treat sponsors have the unique opportunity to directly connect with our most engaged supporters — our members!



FISH
OR
TREAT

Fish or Treat Sponsorship Opportunities

Presenting Sponsor \$10,000 | *One available*

- Named recognition as Presenting Sponsor in event promotions
- Opportunity to engage your brand with attendees during the event
- Logo visibility on commemorative treat bag and Fish or Treat map
- Logo visibility on event landing page and select onsite signage at the event
- Verbal recognition during event announcements
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 20% off daytime general admission tickets to the Aquarium
- Complimentary general admission ticket availability tailored to sponsor needs

Gold Sponsor \$5,000

- Opportunity to engage your brand with attendees during the event
- Logo visibility on Fish or Treat map
- Logo visibility on event landing page and select onsite signage at the event
- Recognition in select event promotions
- Employee-exclusive code for \$20 off Aquarium membership
- Complimentary general admission ticket availability tailored to sponsor needs

Silver Sponsor \$2,500

- Opportunity to engage your brand with attendees during the event
- Logo visibility on Fish or Treat map
- Logo visibility on event landing page and select onsite signage at the event
- Employee-exclusive code for \$20 off Aquarium membership
- Complimentary general admission ticket availability tailored to sponsor needs

Bronze Sponsor \$1,000

- Name visibility on event landing page and logo visibility on select onsite signage at the event
- Name visibility on Fish or Treat map
- Complimentary general admission ticket availability tailored to sponsor needs



Please note: Some benefits may be time-sensitive and cannot be guaranteed after August 14, 2026.

Aquarium Aglow

Select evenings November–December 2026

Audience: All ages, locals and visitors to Charleston throughout the winter holiday season

Capacity: 25,000+

On select evenings in November and December, the Aquarium opens its doors at dusk for an immersive holiday light spectacular that is unmatched! Heading into its sixth year of celebration, Aquarium Aglow has become established as one of the Lowcountry's favorite holiday traditions. Guests enjoy larger-than-life installations, festive photo ops and special holiday refreshments throughout the experience.



AQUARIUM

AGLOW

Aquarium Aglow Sponsorship Opportunities

Gold Sponsor \$10,000

- Logo visibility on dedicated exhibit signage
- Logo visibility on the Aquarium Aglow map
- Logo visibility on event landing page and select onsite signage at the event
- Invitation for ten (10) to Aquarium Aglow Preview Night
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 20% off daytime general admission tickets to the Aquarium
- Twenty (20) complimentary daytime general admission tickets
- Aquarium Aglow ticket availability tailored to sponsor needs

Silver Sponsor \$5,000

- Logo visibility on dedicated exhibit signage
- Logo visibility on the Aquarium Aglow map
- Logo visibility on event landing page and select onsite signage at the event
- Invitation for eight (8) to Aquarium Aglow Preview Night
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Ten (10) complimentary daytime general admission tickets
- Aquarium Aglow ticket availability tailored to sponsor needs

Bronze Sponsor \$2,500

- Logo visibility on dedicated exhibit signage
- Name visibility on the Aquarium Aglow map
- Name visibility on event landing page and logo visibility on select onsite signage at the event
- Invitation for six (6) to Aquarium Aglow Preview Night
- Aquarium Aglow ticket availability tailored to sponsor needs

If you have an interest in being the **Presenting Sponsor** of Aquarium Aglow, we will work with you to build a custom sponsorship!



Please note: Some benefits may be time-sensitive and cannot be guaranteed after October 9, 2026.



New Year's Eve at Aquarium Aglow

December 31, 2026

Audience: Tri-county residents and tourists; typically families

Capacity: 1,800

The Aquarium adds an extra layer of festivities to Aquarium Aglow with a family-friendly New Year's Eve event. Guests enjoy music, specialty programming and an exclusive early ball drop, all set among hundreds of thousands of sparkling lights. This one-night-only celebration has quickly become a highlight of the season, offering families an immersive and memorable way to welcome the new year together.



New Year's Eve at Aquarium Aglow Sponsorship Opportunities

Presenting Sponsor

\$10,000 | *One available*

- Named recognition as Presenting Sponsor in event promotions
- Opportunity to engage your brand with attendees during the event
- Logo visibility on select event signage
- Logo visibility on the New Year's Eve at Aquarium Aglow landing page
- Verbal recognition as Presenting Sponsor during event announcements
- Ten (10) complimentary tickets to New Year's Eve at Aquarium Aglow
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 20% off Aquarium daytime general admission tickets
- Twenty-five (25) complimentary Aquarium daytime general admission tickets

Gold Sponsor

\$7,500 | *One available*

- Logo visibility on select event signage
- Logo visibility on the New Year's Eve at Aquarium Aglow landing page
- Verbal recognition during event announcements
- Eight (8) complimentary tickets to New Year's Eve at Aquarium Aglow
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 15% off Aquarium daytime general admission tickets
- Twenty (20) complimentary Aquarium daytime general admission tickets

Bar Sponsor

\$5,000 | *One available*

- Logo visibility on select event signage
- Logo visibility on the New Year's Eve at Aquarium Aglow landing page
- Five (5) complimentary tickets to New Year's Eve at Aquarium Aglow
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 15% off Aquarium daytime general admission tickets
- Ten (10) complimentary Aquarium daytime general admission tickets

Entertainment Sponsor

\$5,000 | *One available*

- Logo visibility on select event signage
- Logo visibility on the New Year's Eve at Aquarium Aglow landing page
- Five (5) complimentary tickets to New Year's Eve at Aquarium Aglow
- Invitation to a behind-the-scenes experience at the Aquarium
- Employee-exclusive code for \$20 off Aquarium membership
- Employee-exclusive code for 15% off Aquarium daytime general admission tickets
- Ten (10) complimentary Aquarium daytime general admission tickets

Please note: Some benefits may be time-sensitive and cannot be guaranteed after October 30, 2026.



Additional Ways To Get Involved

If you're interested in expanding your potential partnership or would like to give in other ways, talk to us today about crafting a custom partnership!



Jack Broderick

Corporate Relations Officer

jbroderick@scaquarium.org

(843) 579-8608

