



MEMBERSHIP OVERVIEW

SOUTHEAST FESTIVALS & EVENTS ASSOCIATION

THE SOUTHEAST'S HOME FOR EVENT PROFESSIONALS

SFEA is the regional association for the people who plan, produce, and power festivals and events across the Southeast – from small-town celebrations to major signature events. Since 2009, we've connected planners, cities, vendors, sponsors, and students into one community that learns from and lifts each other.

MISSION

To advance the festival & events industry through education, connection, and celebration of our region.

SINCE
2009

9
STATES

A GROWING COMMUNITY OF FESTIVAL & EVENT PROS

150+

MEMBER ORGANIZATIONS

Festivals, vendors, cities, & students

17

YEARS OF SERVICE

Chartered in 2009

7+

EDUCATIONAL SESSIONS / YR

Conference, seminars & webinars

\$1B+

ECONOMIC IMPACT

Represented by member events

WHAT YOU GET WHEN YOU JOIN

01

UNLIMITED SEMINARS

All seminars and webinars included with membership – live and virtual – all year!

02

CONFERENCE DISCOUNTS

Member pricing on our flagship annual conference.

03

MEMBER-ONLY RESOURCES

Templates, playbooks, safety guides, & speaker-ready content.

04

EVENT PROMO

SFEA-sponsored promotion of your events and organization through regional press, social media, and the SFEA website.

05

VENDOR EXPOSURE

Access to the planners making real buying decisions across 9 states.

06

SPEAKING OPPORTUNITIES

Opportunity to present at seminars & conferences to build your profile or brand across the region.

RUN SAFER, SMARTER, MORE PROFITABLE EVENTS

Our programming is built by working planners for working planners – no fluff, no filler. Real issues, real playbooks, real ROI from people doing this every weekend.

01

ANNUAL CONFERENCE

Rotates in cities across the Southeast.

02

SEMINARS

Focused one-day training – included with every membership tier.

03

VIRTUAL WORKSHOPS

Year-round webinars on hot topics affecting the festival industry.

04

RESOURCE LIBRARY

Member-only templates, contracts, & best practices.

MEET THE EXACT PEOPLE YOU NEED

It's not just about "meeting people." It's about meeting the right people – the vendors, city partners, sponsors, and peers who can actually move your event forward.

PLANNERS

City & private event producers running everything from street fairs to signature festivals.

VENDORS

Production, staging, marketing, food & beverage, security, entertainment, & logistics partners.

CITIES & CVBS

Tourism boards and municipal partners shaping the events on their calendars.

STUDENTS

The next generation of event pros – mentored directly by our members.

YOUR EVENT, IN FRONT OF THE REGION

Membership includes real channels to put your festival, product, or service in front of the Southeast's event community – it's more than just a logo on a directory.

MEMBER NEWSLETTER

Feature placements & event shout-outs.

SOCIAL SPOTLIGHTS

Cross-promotion across SFEA's channels.

DIRECTORY LISTING

Rich profile in the member directory.

SPONSORSHIP ACCESS

Priority sponsorship & booth opportunities.

+ Speaking & session opportunities at every SFEA event.

07 • RECOGNITION

KALEIDOSCOPE AWARDS

Our awards gala is our annual celebration of the best festivals, events, and innovations across the Southeast. All organizations are eligible – and past winners have used it to unlock sponsorship, press, and local pride.

BEST FESTIVAL

BEST NEW EVENT

BEST MARKETING ASSET

BEST GREEN INITIATIVE

BEST MERCH

EVENT PRO OF THE YEAR



IF THIS SOUNDS LIKE YOU, YOU BELONG HERE.

FESTIVAL & EVENT PLANNERS

City-run and independent producers – from block parties to multi-day signature festivals.

VENDORS & SUPPLIERS

Production, staging, F&B, marketing, insurance, entertainment, security, rentals – the full stack.

CITIES, CVBS & TOURISM

Municipal staff and destination marketers driving event calendars and economic impact.

STUDENTS & EMERGING PROS

Hospitality, event management, & tourism students building a career in live events.

PICK YOUR TIER

FESTIVAL / EVENT

For festivals & event organizations

\$210 /yr

- Unlimited seminars included
- Conference member pricing
- Full resource library access
- Directory listing & promo

VENDOR / SUPPLIER

For the businesses that power events

\$260 /yr

- Unlimited seminars included
- Vendor exposure to planners
- Sponsorship priority access
- Conference booth prioritization

STUDENT

For the next generation of event pros

\$28 /yr

- Individual membership
- Mentorship opportunities
- Discounted conference access
- Career & networking events
- Resource library access

DON'T TAKE OUR WORD FOR IT.



It was a dream come true to receive a call from Frito-Lay after they simply Googled 'Award-winning festivals of the south' and at the top of that list was the SFEA Kaleidoscope Best Festival over 75K.

– NANCY K. R. · JEKYLL ISLAND AUTHORITY, GA



Marketing is better when it is personal, and SFEA helps us really engage with potential clients.

– JAMIE M · SHATTERPROOF MEDIA, TN



Being a member of SFEA has allowed me to connect and exchange ideas with other event professionals.

– JILL M · CITY OF LILBURN, GA

LED BY MEMBERS, FOR MEMBERS

Our board is made up of working festival and event professionals from across the region – the same people you’ll meet at our seminars and conference.



CHAIR

JASMINE JACKSON

**CITY OF
LAWRENCEVILLE, GA**



VICE CHAIR

ELIZABETH RUSSELL

TUPELO CVB, MS



TREASURER

LINDSEY SHAFFER

CITY OF GREER, SC



SECRETARY

BRITTNEY LINDSAY

CITY OF CHAMBLEE, GA



PAST CHAIR

AMY DOHERTY

CITY OF SUWANEE, GA

+ 6 general board members & 2 staff members representing the region

MOMENTUM, NOT MAINTENANCE

01

STUDENT PROGRAM

Mentorship pipelines, scholarship-rate access and partnerships with hospitality programs across the region.

02

EXPANDED EDUCATION

New tracks for safety, AI in event ops, sponsorship strategy and sustainability – built with member input.

03

REGIONAL ENGAGEMENT

More local meet-ups and in-market sessions so members don't have to travel to get value.



13 • JOIN SFEA

LET'S BUILD THE SOUTHEAST'S EVENTS SCENE TOGETHER.

One email gets you started. We'll send the link to join,
answer your questions, and get you plugged in for the next seminar.



EMAIL US FOR INFO

outreach@
southeastfestivals.org

ON THE WEB

southeastfestivals.org



Ready to
join now?



WHERE THE SOUTHEAST'S EVENT
INDUSTRY CONNECTS, LEARNS,
EXPANDS, & GROWS.