

SOUL FLY



Our Mission

To connect people through soulful, community-first experiences rooted in fly fishing, music, art, and culture.

Who We Are

Soul Fly is an established outdoor & fishing experience brand that connects people to the wild and each other. With our socially-conscious approach, we aim to cultivate a vibe that's inclusive, open-hearted, and endlessly curious.

The Lodge

Soul Fly Lodge has quickly become one of the top 5 fishing lodges in the Bahamas and a well respected brand in the angling travel industry. Our commitment to community, conservation, and adventure also serves as our guide in the event space.



SOUL FLY LODGE
[Check it out](#)

The Vision

Part festival, part fly fishing revival—our events fuse music, art, food, and community to celebrate the culture that lives on the water. It's a high-vibe gathering for the fly-curious and the die-hards, rooted in our common passion for live music. Tapping into the youthful energy of Charleston, we hope for this event to be an annual highlight on the angling calendar.

Soul Fly CHS presented by Marsh Wear

May 16th, 2026 – The Refinery

Sustainability

Soul Fly partnered with Emerger Strategies to raise the bar for sustainability in fly-fishing events — from eliminating single-use plastics to collaborating with conservation partners. Every element, from our food program to our on-site installations, is designed to celebrate the water while actively reducing our footprint on it.

Advocacy

Proceeds from the weekend support Charleston Waterkeeper and their mission to protect and restore clean water for our community—fueling local conservation, outdoor access, and future water stewards.



CHARLESTON
WATERKEEPER®

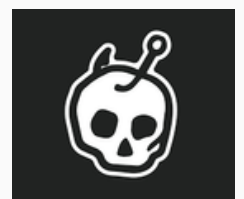
Select Brand Partners

Marsh
WEAR®

TURTLEBOX®

YETI


CORDINA®
Eyewear



SOUL FLY
LODGE



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May 16th, 2026 – The Refinery

Overview

The Refinery is an open-air venue that boasts a total capacity of 2,000. It features a lush lawn, outdoor stage, permanent food truck, 2 indoor bars & restaurant with a VIP area above it all on the terrace.

Saturday May 16th

Gates @ 2p w/ first 50 folks receive a SWAG bag

2p – 6p: Brand Activations, BBQ Showdown, Industry Panel, Art Showcase, Fly-fishing games, & DJ

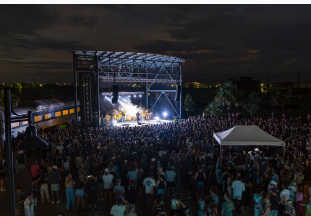
4:45p - 5:30p: Bandito w/ Special Guest

6p -6:45p: Leon Majcen

7:15p-8:30p: Mountain Grass Unit

8:45: Speech/ Recognition/ Raffle

9p- 10:30p: The Stews



Culinary Partners

167 RAW
OYSTER BAR

MARTIN'S
BAR-B-QUE
JOINT

The
WHALE
-CHARLESTON-




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Music

3 National Touring Acts

Local jams by Bandito

Plus special guests + surprise collaborations



Art

Immersive art exhibitions

Some of the best sporting
artists in the industry, including:

David Danforth | Paul Puckett | Matt Hart



Food & Beverage

BBQ Throwdown

Oxbow Brewing Redfish Beer (festival-exclusive)

VIP Experience with 167 Raw —

curated cocktails, chef tastings, lounge access



Fly Fishing

Carnival-style Fly Fishing Games led by 7 of the
biggest brands in the industry

Multiple Raffles

“Fishy Ambassadors”

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Event Committee / Crew

Between the dedicated crew at The Refinery and the Soul Fly Event Staff, Soul Fly CHS is in expert hands. We're proud to collaborate with an exceptional group of professionals whose talent and passion will ensure this event runs seamlessly and leaves a lasting impression.

James Joiner – *Media Guru*
award-winning photographer, writer, and creative director (images in Rolling Stone, GQ, and Nat Geo); previously editor at Esquire & The Daily Beast.



Eeland Stribling – *Event MC*
a wildlife biologist, educator, stand-up comic, community organizer, and fly fisherman.



Chef PJ Calapa – *F&B Lead*
Acclaimed chef/ restaurateur. Formerly of Michelin-starred Ai Fiori & now at executive chef at Marea (NYC & Beverly Hills)



Heather Harkavy – *Dir. of Stoke*
ED of Fish for Change, international travel expert, and conservation advocate



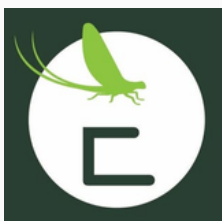
Paul Puckett – *Art Director*
one of the most recognized visual voices in modern fly-fishing culture



Soul Crew – *Volunteers*
A crew of fly-fishing creatives and industry folks sparking stoke and connection at the event.



Emerger Strategies – *Sustainability Consultants* - Aiding in making impactful impacts to brands, and events to protect the planet.



Ear for Music – *Music Partners* Charleston-based music curation and production team with deep roots in the Southeast

