



41st Kennesaw/Big Shanty Festival Downtown Kennesaw

APRIL 22 & 23, 2017

Downtown Kennesaw hosts the 41st annual Big Shanty Festival on April 22-23, 2017. The festival combines the best of the rich heritage of Kennesaw and the Civil War era with today's fun filled activities. Over 60,000 attendees will enjoy more than 250 booths with arts & crafts, food vendors, merchants and live entertainment.

Title Sponsor – SOLD - Superior Plumbing

INVESTMENT: Beginning at \$15,000

Presenting Sponsor

- Industry category exclusivity
- On-site display space (up to 10'x30')
- Opportunity to sample product (sample size limited to 4oz)
- Logo placement in select contracted print promotion
- Logo placement in select contracted television promotion
- Mention(s) in select contracted radio promotion
- Logo placement on festival banners as Presenting Sponsor
- Logo placement in all press releases as Presenting Sponsor
- Logo placement on festival flyers as Presenting Sponsor (20,000 distributed – must have logo by March 22, 2017)
- Logo placement on one-side of Goodie Bag (4,000 printed)
- Opportunity to include promotional item in Goodie Bag (items must be received by April 19, 2017)
- Logo on festival t-shirt (must have high resolution logo by March 22, 2017)
- Recognition at April Sponsor Luncheon on Wednesday, April 19, 2017. Up to four (4) complimentary lunches
- Six (6) embroidered golf shirts (company name on sleeve) and six (6) t-shirts

INVESTMENT: Starting at \$5,000

Gold Sponsor

- Industry category exclusivity (exhibits only)
- On-site display space (up to 10'x20' and tent, table and chairs included)
- Naming rights to one (1) event asset (asset opportunities – circle one: ATMS/Entertainment Stage/Food Court/Ground Act/Kids Zone/Parade)
- Opportunity to sample product (sample size limited to 4oz)
- Logo placement in select contracted print promotion
- Logo on festival sponsor banner
- Logo on festival flyer (20,000 distributed – must have high resolution logo by March 22, 2017)
- Opportunity to include promotional item in Goodie Bag (items must be received by April 19, 2017)
- Logo on festival t-shirt (must have high resolution logo by March 22, 2017)
- Recognition at April Sponsor Luncheon on Wednesday, April 19, 2017. Up to four (4) complimentary lunches
- Four (4) embroidered golf shirts (company name on sleeve) and four (4) t-shirts

INVESTMENT: \$3,000

Silver Level

- On-site display space (up to 10'x10' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Sponsor name listed on festival sponsor banner
- Sponsor name listed on festival flyer (20,000 distributed – must have high resolution logo by March 22, 2017)
- Opportunity to include promotional item in Goodie Bag (items must be received by April 19, 2017)
- Logo on festival t-shirt (must have high resolution logo by March 22, 2017)
- Recognition at April Sponsor Luncheon on Wednesday, April 19, 2017. Up to two (2) complimentary lunches
- Two (2) embroidered golf shirts (company name on sleeve) and four (4) t-shirts

INVESTMENT: \$2,000

Bronze Level

- On-site display space (up to 10'x10' and tent, table and chairs included)
- Sponsor name listed on festival sponsor banner
- Opportunity to include promotional item in Goodie Bag (items must be received by April 19, 2017)
- Logo on festival t-shirt (must have high resolution logo by March 22, 2017)
- Recognition at April Sponsor Luncheon on Wednesday, April 19, 2017. Up to two (2) complimentary lunches
- One (1) embroidered golf shirts (company name on sleeve) and two (2) t-shirts

INVESTMENT: \$1,000 (KBA Members \$750)

Support Level (KBA Members Only)

- Sponsor name listed on festival sponsor signage
- Opportunity to include promotional item in Goodie Bag (items must be received by April 19, 2017)
- Logo on festival t-shirt (must have high resolution logo by March 22, 2017)
- Recognition at April Sponsor Luncheon on Wednesday, April 19, 2017. Up to two (2) complimentary lunches
- One (1) embroidered golf shirts (company name on sleeve) and two (2) t-shirts

INVESTMENT: \$250 (KBA Members Only Opportunity)

**For additional information or questions please contact: Brooke Anglin
Phone 770.423.1130 or E-mail brooke@irmmanagement.com**



MARIETTA DAILY JOURNAL

41st 2017 Kennesaw/Big Shanty Festival April 22 & 23, 2017

MARIETTA DAILY JOURNAL



Presenting
\$5,000 +



Gold
\$3,000



Silver
\$2,000



Bronze
\$1,000 (KBA Member)



Support
\$250

Company Name: _____ Contact: _____

Company Address: _____

City _____ State _____ Zip _____

Office Phone: _____ Cell: _____

E-mail: _____

List Product / Promotion (anything not listed may not be permitted) _____

(Please review sponsor levels for quantities and fill in accordingly)

T-Shirts					Golf Shirts				
Small ___	Medium ___	Large ___	X-Large ___	XX-Large ___	Small ___	Medium ___	Large ___	X-Large ___	XX-Large ___

RSVP Sponsor Lunch 4/19 @ Kennesaw Com. Ctr & catered by Carrabba's Italian Grill: _____

Please send a high res jpeg copy of your logo to Leigh Kanour at leighkanour@jrmmanagement.com
If you are interested in paying via credit card, fill-out the Credit Card Authorization (CCA) information below or go to www.kennesawbusiness.org and click on the "On-line Payment" button.

Circle one:	VISA	MASTERCARD	AMEX
Credit Card Number:	_____		Billing Zip: _____
Exp Date:	_____	3-digit security code on back (4 - digit front for AMEX): _____	Amt: _____
I _____ (print name of card holder) hereby represent that I have the authority to execute the credit card authorization and agree that this authorization will be effective for the amount (above) and on the date signed (below). I understand and consent to the use of my credit card without my signature on the charge slip, that a photocopy or fax of this agreement will serve as an original, and this Credit Card Authorization (CCA) cannot be revoked.			
Cardholder's Signature:	_____		Date: _____

Signing this contract will authorize JRM Management to charge the amount specified in the CCA, if your application is accepted. If you are **not** accepted, you will **not** be charged and your application will be returned. **No refunds will be given for cancellation of the event due to inclement weather or circumstances beyond our control.** I have read and fully understand all the details as set forth and agree to abide by all exhibit rules and regulations, which are part of this contract. I hereby agree to indemnify and hold harmless the City of Kennesaw, Kennesaw Business Association, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2017 Kennesaw/Big Shanty Festival, from any loss, claim, penalty or lawsuit in any way arising from my operation or involvement in the festival.

APPLICATION MUST BE SIGNED.

SIGNATURE: _____ **DATE** _____