



Management Services, Inc.

P.O. Box 777 Kennesaw, GA 30156
Phone: 770.423.1330 Fax: 770.293.0047
E-mail: (todmiller@jrmmanagement.com)



Presented by:



City of Marietta Fourth of July Celebration

Event Date: Tuesday - July 4, 2017

10:00 AM - 10:00 PM

Everyone loves a parade, especially the citizens of Cobb County. Since 1986 people have lined Roswell St. to celebrate our Nation's birthday during the Marietta Freedom Parade (estimated 30,000 in 2016). The parade starts the daylong event, Fourth in the Park, which includes children's activities, entertainment all day long, food concessions, an arts and crafts show, and a spectacular fireworks display. It is estimated that 80,000 people visit the square for this community event.

Presenting Sponsor Package - \$20,000

- "Presenting Sponsor" will be listed on all printed materials and press releases – Marietta Fourth of July Celebration Presented by: NAME. *The Fourth in the Park flyer is distributed to all Marietta City Elementary Schools for distribution and is listed in the Marietta Daily Journal beginning in June.*
- "Sponsor" will receive exclusive industry status.
- "Presenting Sponsor" may participate in the parade with promotional vehicles, banners etc..
- "Presenting Sponsor" will receive mentions throughout the parade.
- Lunch will be served to 15 "Presenting Sponsor" representatives following the parade.
- "Presenting Sponsor" will be able to create live on the square promotions in a flexible to space during the event.
- "Presenting Sponsor" will be able to roam promoting their product during the event. (must be approved by festival manager)
- "Presenting Sponsor" will have two 8 top tables in front of the stage for the evening festivities.
- "Presenting Sponsor" will be able to address the evening crowd from the stage.
- "Presenting Sponsor" logo will be prominently displayed on festival banner on stage.
- "Presenting Sponsor" will receive mentions on partner radio station for the two weeks leading up to the event.
- "Presenting Sponsor" logo will be displayed on festival T-shirt.

Fireworks Sponsor Package - \$10,000

- “Fireworks Sponsor” will be listed on all printed materials and press releases. *The Fourth in the Park flyer is distributed to all Marietta City Elementary Schools for distribution and is listed in the Marietta Daily Journal beginning in June.*
- “Presenting Sponsor” will receive exclusive industry status.
- “Fireworks Sponsor” may participate in the parade with promotional vehicles, banners etc..
- “Fireworks Sponsor” will receive mentions throughout the parade.
- Lunch will be served to 15 “Fireworks Sponsor” representatives following the parade.
- “Fireworks Sponsor” will be able to create live on the square promotions in a 10 x 20 space during the event.
- “Fireworks Sponsor” will have two 8 top tables in front of the stage for the evening festivities.
- “Fireworks Sponsor” will be able to address the evening crowd from the stage.
- “Fireworks Sponsor” logo will be prominently displayed on festival banner on stage.
- “Fireworks Sponsor” will receive mentions on partner radio station for the two weeks leading up to the event.
- “Fireworks Sponsor” logo will be displayed on festival T-shirt.

Stage/Concert Sponsor Package - \$7,500

- “Stage/Concert Sponsor” will be listed on all printed materials and press releases. *The Fourth in the Park flyer is distributed to all Marietta City Elementary Schools for distribution and is listed in the Marietta Daily Journal beginning in June.*
 - “Sponsor” will receive exclusive industry status.
 - “Stage/Concert Sponsor” may participate in the parade with promotional vehicles, banners etc..
 - “Stage/Concert Sponsor” will receive mentions throughout the parade.
 - Lunch will be served to 15 “Stage/Concert Sponsor” representatives following the parade.
 - “Stage/Concert Sponsor” will be able to create live on the square promotions in a 10 x 20 space during the event.
 - “Stage/Concert Sponsor” will have two 8 top tables in front of the stage for the evening festivities.
 - “Stage/Concert Sponsor” will be able to address the evening crowd from the stage.
 - “Stage/Concert Sponsor” logo will be prominently displayed on festival banner on stage.
 - “Stage/Concert Sponsor” will receive mentions on partner radio station for the two weeks leading up to the event.
 - “Stage/Concert Sponsor” logo will be displayed on festival T-shirt.
-

Kids Alley Sponsor Package - \$5,000

Take advantage of all the families visiting the ever popular Kid's Alley. Over 20 interactive inflatables including the giant 33 foot shark slide, roller coaster obstacle course, Dragon obstacle course and more..., sand art, and face painting help round out our always popular Kid's Alley.

- "Sponsor" will be listed on all printed materials and press releases. *The Fourth in the Park flyer is distributed to all Marietta City Elementary Schools for distribution and is listed in the Marietta Daily Journal beginning in June.*
 - "Sponsor" may participate in the parade with promotional vehicles, banners etc..
 - "Sponsor" will receive mentions throughout the parade.
 - Lunch will be served to 15 "Sponsor" representatives following the parade.
 - "Sponsor" will be able to create live on the square promotions in a 10 x 20 space during the event.
 - "Sponsor" will have two 8 top tables in front of the stage for the evening festivities.
 - "Sponsor" will be receive mentions from the stage.
 - "Sponsor" logo will be displayed on festival banner on stage.
 - **"Sponsor" will receive 30 (thirty) arm bands for unlimited rides in Kids Alley.**
 - "Sponsor" will have signage throughout Kids Alley.
 - "Sponsor" logo will be displayed on festival T-shirt.
-

Major Sponsor Package - \$2,500

- "Sponsor" may participate in the parade with promotional vehicles, banners etc..
 - "Sponsor" will receive mentions throughout the parade.
 - Lunch will be served to 10 "Sponsor" representatives following the parade.
 - "Sponsor" will be able to create live on the square promotions in a 10 x 20 space during the event.
 - "Sponsor" will have one 8 top table in front of the stage for the evening festivities.
 - "Sponsor" will be receiving mentions from the stage.
 - "Sponsor" logo will be displayed on festival banner on stage.
 - "Sponsor" logo will be displayed on festival T-shirt.
-

Exhibitor Sponsor Package - \$1,000

- "Sponsor" will receive a 10 x 10 space, tent, table, and chairs in a high traffic area
- "Sponsor" logo will be displayed on festival T-shirt.

The Fourth in the Park event is one of the largest events in Cobb County and certainly offers families the opportunity to enjoy the day close to home. We are open to other marketing/advertising suggestions, which might better meet your target audience.



Presented by:



Management Services, Inc.

P.O. Box 777 Kennesaw, GA 30156
Phone: 770.423.1330 Fax: 770.293.0047
E-mail: (todmiller@jrmmanagement.com)



Presented by:



City of Marietta Fourth of July Celebration Tuesday July 4, 2017 Sponsorship Form

Presenting
\$20,000

Fireworks
\$10,000

Stage/Concert
\$7,500

Kid's Alley
\$5,000

Major
\$2,500

Exhibiting
\$1,000

If you are interested in participating in the 2017 City of Marietta 4th in the Park, please fill-out this form **completely** and mail it to us with your payment. **Please make check payable to: JRM Management Services, Inc. Any sponsor above Major Level may require a separate detailed agreement.**

Company Name: _____ **Contact:** _____

Company Address: _____

City _____ **State** _____ **Zip** _____

Office: _____ **Cell:** _____ **E-mail:** _____

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

If you are interested in paying via credit card, fill-out the Credit Card Authorization (CCA) information below.

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 Marietta, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2017 City of Marietta 4th in the Park, 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** _____