



Big Shanty Festival | April 17 & 18, 2021 | Downtown Kennesaw 2021 SPONSORSHIP OPPORTUNITIES

Downtown Kennesaw hosts the 45th annual Big Shanty Festival on April 17 & 18, 2021. 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

- Industry category exclusivity
- On-site display space (up to 20'x20' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Logo placement in all contracted print promotion
- Mentions in all contracted radio promotion
- Company name listed in all press releases
- Logo placement on festival banners as Title Sponsor
- Logo placement on festival flyers (20,000 printed - Must have high res logo by March 12, 2021)
- 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 9, 2021)
- Logo on festival t-shirt (must have high res logo by March 12, 2021)
- Recognition at April Sponsor Luncheon on Wed, April 14, 2021. Up to eight (8) complimentary lunches.
- Ten (10) embroidered golf shirts (company name on sleeve) and ten (10) t-shirts

INVESTMENT: Beginning at \$15,000

Presenting Sponsor

- Industry category exclusivity
- On-site display space (up to 10'x30' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Logo placement in select contracted print promotion
- Mentions in select contracted radio promotion
- Logo placement on festival flyers (20,000 printed - Must have high res logo by March 12, 2021)
- 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 9, 2021)
- Logo on festival t-shirt (must have high res logo by March 12, 2021)
- Company name listed in all press releases
- Recognition at April Sponsor Luncheon on Wed, April 14, 2021. 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 (exhibiting 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 placement on festival flyers (20,000 printed - Must have high res logo by March 12, 2021)
- Opportunity to include promotional item in Goodie Bag (items must be received by April 9, 2021)
- Logo on festival t-shirt (must have high res logo by March 12, 2021)
- Recognition at April Sponsor Luncheon on Wed, April 14, 2021. Up to four (4) complimentary lunches.
- Four (4) embroidered golf shirts (company name on sleeve) and four (4) t-shirts

INVESTMENT: \$3,000

Attn: Bill Watson | Sponsorship Manager | billwatson@jrmmanagement.com
JRM Management Services, Inc. | P.O. Box 777 | Kennesaw, GA 30156
770-423-1330 | Fax: 770-293-0047

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)
- Listed on festival sponsor banner
- Logo placement on festival flyers (20,000 printed - Must have high res logo by March 12, 2021)
- Opportunity to include promotional item in Goodie Bag (items must be received by April 9, 2021)
- Logo on festival t-shirt (must have high res logo by March 12, 2021)
- Recognition at April Sponsor Luncheon on Wed, April 14, 2021. Up to two (2) complimentary lunches.
- Two (2) embroidered golf shirts and four (4) t-shirts

INVESTMENT: \$2,000

Bronze Level

- On-site display space (up to 10'x10' and tent, table and chairs included)
- Listed on festival sponsor banner
- Opportunity to include promotional item in Goodie Bag (items must be received by April 9, 2021)
- Recognition at April Sponsor Luncheon on Wed, April 14, 2021. Up to two (2) complimentary lunches.
- One (1) embroidered golf shirt and two (2) t-shirts

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

Support Level

- Sponsor name listed on festival sponsor banner
- Opportunity to include promotional item in Goodie Bag (items must be received by April 9, 2021)
- Recognition at April Sponsor Luncheon on Wed, April 14, 2021. Up to two (2) complimentary lunches.
- One (1) embroidered golf shirt and two (2) t-shirts

INVESTMENT: \$250



Big Shanty Festival | April 17-18, 2021 | Downtown Kennesaw 2021 Sponsorship Form

Title \$15,000	Presenting \$5,000	Gold \$3,000	Silver \$2,000	Bronze \$1,000 (KBA Members \$750)	Support \$250
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you are interested in participating in the 2021 Kennesaw/Big Shanty Festival, please fill-out this form completely and mail it to us with your payment. Please make check payable to: Kennesaw Business Association. Any sponsor above Major Level may require a separate detailed agreement.

Company Name: _____ **Contact:** _____

Company Address: _____ **Title:** _____

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

Office: _____ **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

Small ___ Medium ___ Large ___ X-Large ___ XX-Large ___

Golf Shirts

Small ___ Medium ___ Large ___ X-Large ___ XX-Large ___

If you are interested in paying via credit card, fill-out the Credit Card Authorization (CCA) information below. 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, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2021 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** _____

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: _____