



Saturday December 4, 2021

Parade: 2:00 pm

Event: 3:00 pm – 7:00 pm

Kennesaw, GA

2021 SPONSORSHIP OPPORTUNITIES

Santa's arrival begins at 2 PM on Saturday, December 4th with a Main Street parade featuring marching bands, decorated floats, vintage cars, and colorfully - costumed characters.

The celebration continues until 7 PM on Main Street and at Depot Park with a holiday host of activities including FREE snow tubing, inflatables and amusements, kid's crafts, visits with Santa, stage entertainment, and a holiday market full of gift ideas and unique merchandise. Food vendors will be onsite.

Presenting Sponsor

- Industry category exclusivity
- On-site display space (up to 10' x 40' and tent, table and chairs included)
- Opportunity to sample product (sample size limited to 4oz)
- Naming rights to one (1) event asset (asset opportunities – circle one: ATMs | Entertainment Stage | Food Court | Kids Zone)
- Company logo listed in all print material as Presenting Sponsor
- Included in social media campaign
- Inclusion in stage announcements as Presenting Sponsor.
- Logo and hyperlink on festival website - www.adaywithsanta.com

INVESTMENT: Starting at \$3,500

Gold Sponsor

- On-site display space (up to 10' x 30' and tent, table and chairs included)
- Company logo listed in all print material
- Inclusion in stage announcements
- Logo and hyperlink on festival website - www.adaywithsanta.com

INVESTMENT: \$1,000

Silver Level

- On-site display space (10'x10' and tent, table and chairs included)
- Logo and hyperlink on festival website - www.adaywithsanta.com

INVESTMENT: \$500

Bronze Level

- Logo and hyperlink on festival website - www.adaywithsanta.com

INVESTMENT: \$250

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



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Sponsor Application

Presenting
\$3,500

Gold
\$1,000

Silver
\$500

Bronze
\$250

If you are interested in participating in the 2021 City of Kennesaw's A Day with Santa 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 Gold 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) _____

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 City of Kennesaw, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2021 City of Kennesaw's A Day with Santa, 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: _____