



## **Big Shanty Festival | April 21-22, 2018 | Downtown Kennesaw 2018 SPONSORSHIP OPPORTUNITIES**

Downtown Kennesaw hosts the 42<sup>nd</sup> annual Big Shanty Festival on April 21-22, 2018. 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
- Logo placement in all contracted television 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 21, 2018)
- 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 18, 2018)
- Logo on festival t-shirt (must have high res logo by March 21, 2018)
- Recognition at April Luncheon on Wednesday, April 18, 2018. 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**

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## **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
- Logo placement in select contracted television promotion
- Mentions in select contracted radio promotion
- Logo placement on festival flyers (20,000 printed - Must have high res logo by March 21, 2018)
- 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 18, 2018)
- Logo on festival t-shirt (must have high res logo by March 21, 2018)
- Company name listed in all press releases
- Recognition at April Luncheon on Wednesday, April 18, 2018. 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**

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## **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 placement on festival flyers (20,000 printed - Must have high res logo by March 21, 2018)
- Opportunity to include promotional item in Goodie Bag (items must be received by April 18, 2018)
- Logo on festival t-shirt (must have high res logo by March 21, 2018)
- Recognition at April Luncheon on Wednesday, April 18, 2018. Up to four (4) complimentary lunches
- Four (4) embroidered golf shirts (company name on sleeve) and four (4) t-shirts

**INVESTMENT: \$3,000**

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### **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)
- Logo on festival sponsor banner
- Logo placement on festival flyers (20,000 printed - Must have high res logo by March 21, 2018)
- Opportunity to include promotional item in Goodie Bag (items must be received by April 18, 2018)
- Logo on festival t-shirt (must have high res logo by March 21, 2018)
- Recognition at April Luncheon on Wednesday, April 18, 2018. Up to two (2) complimentary lunches

**INVESTMENT: \$2,000**

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### **Bronze Level**

- On-site display space (up to 10'x10' and tent, table and chairs included)
- Logo on festival sponsor banner
- Opportunity to include promotional item in Goodie Bag (items must be received by April 18, 2018)
- Logo on festival t-shirt (must have high res logo by March 21, 2018)
- Recognition at April Luncheon on Wednesday, April 18, 2018. Up to two (2) complimentary lunches

**INVESTMENT: \$1,000**

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### **Support Level (KBA Members Only)**

- Sponsor name listed on festival sponsor banner
- Opportunity to include promotional item in Goodie Bag (items must be received by April 18, 2018)
- Logo on festival t-shirt (must have high res logo by March 21, 2018)
- Recognition at April Luncheon on Wednesday, April 18, 2018. Up to two (2) complimentary lunches

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**INVESTMENT: \$250 (KBA Members only)**

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Sponsorship Form**

<b>Title \$15,000</b>	<b>Presenting \$5,000</b>	<b>Gold \$3,000</b>	<b>Silver \$2,000</b>	<b>Bronze \$1,000</b>	<b>Support \$250 (KBA Members Only)</b>
<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 2018 Kennesaw/Big Shanty Festival, 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:** \_\_\_\_\_ **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**

<b>T-Shirts</b>	<b>Golf Shirts</b>
<b>Small</b> ___ <b>Medium</b> ___ <b>Large</b> ___ <b>X-Large</b> ___ <b>XX-Large</b> ___	<b>Small</b> ___ <b>Medium</b> ___ <b>Large</b> ___ <b>X-Large</b> ___ <b>XX-Large</b> ___

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 2018 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: \_\_\_\_\_