



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

Downtown Kennesaw hosts the 42nd 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
- 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 30, 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 30, 2018)
- Recognition at April Sponsor Luncheon at Ben Robertson Community Center on Wednesday, April 18, 2018. Up to eight (8) complimentary lunches – catered by Carrabba's Italian Grill.
- 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 30, 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 30, 2018)
- Company name listed in all press releases
- Recognition at April Sponsor Luncheon at Ben Robertson Community Center on Wednesday, April 18, 2018. Up to four (4) complimentary lunches – catered by Carrabba's Italian Grill.
- 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 30, 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 30, 2018)
- Recognition at April Sponsor Luncheon at Ben Robertson Community Center on Wednesday, April 18, 2018. Up to four (4) complimentary lunches – catered by Carrabba's Italian Grill.
- 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)
- Listed on festival sponsor banner
- Logo placement on festival flyers (20,000 printed - Must have high res logo by March 30, 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 30, 2018)
- Recognition at April Sponsor Luncheon at Ben Robertson Community Center on Wednesday, April 18, 2018. Up to two (2) complimentary lunches – catered by Carrabba's Italian Grill.
- 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 18, 2018)
- Logo on festival t-shirt (must have high res logo by March 30, 2018)
- Recognition at April Sponsor Luncheon at Ben Robertson Community Center on Wednesday, April 18, 2018. Up to two (2) complimentary lunches – catered by Carrabba's Italian Grill.
- One (1) embroidered golf shirts 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 18, 2018)
- Logo on festival t-shirt (must have high res logo by March 30, 2018)
- Recognition at April Sponsor Luncheon at Ben Robertson Community Center on Wednesday, April 18, 2018. Up to two (2) complimentary lunches – catered by Carrabba's Italian Grill.
- One (1) embroidered golf shirts and two (2) t-shirts

INVESTMENT: \$250
