

Experience one of the largest and tastiest events in Cobb County!

SUNDAY, APRIL 24, 2022



11am - 7pm - Food sampling and family entertainment

Exclusive Sponsorship Opportunities

**27 Years of
Great Tastes!**



**Approximately
50,000
people attend!**

For more information about sponsorship opportunities, please contact:

JRM Management Services, Inc.

Bill Watson, billwatson@jrmmanagement.com, 770-423-1330

WWW.TASTEOFMARIETTA.COM

Event Overview

Taste of Marietta is Cobb County's largest and longest running food festival (27th year in 2022), and a sure bet to deliver a strong return on your investment. Approximately 50,000 local residents flock to the historic Marietta Square to enjoy delectable bites from over 75 area restaurants and caterers and a wide range of family entertainment options. Proceeds from the event benefit Marietta Visitors Bureau, a non-profit organization that promotes the culture and heritage of the community.

Taste of Marietta is free to all and individual tastes range from \$1.00 to \$5.00 each, depending on the restaurant, menu item, and size of the taste.

We work to create true value for our sponsors and vendors and can customize on-site activation options, in addition to our sponsorship packages, to meet your budget and marketing objectives. Are you "hungry" to...

- promote your brand, company, product, or service to tens of thousands?
- sample or coupon to local consumers?
- increase community awareness?
- collect customer leads?
- engage with your target audience?

Taste of Marietta sets the table for sponsorship success in 2022!



“Taste of Marietta is a well-organized event that allows us to get in front of thousands of local customers with our products. We’ve participated for several years. Taste of Marietta has always had a great turn out, rain or shine, and we’ve always been pleased with the post-event lift in business.”

Marietta Toyota

**MARIETTA
TOYOTA**

Sponsor Benefit Packages

The Taste of Marietta welcomes non-food vendors and sponsors! We strive to deliver a quality experience to everyone interested in participating. We can customize to fit your specific objectives!



Presenting Sponsor - \$20,000 investment

- Taste of Marietta presented by "YOUR COMPANY listed here". Every time the event is mentioned, you'll be mentioned too!
- Co-branded logo produced with Taste of Marietta logo and your company logo
- Category exclusivity and first right of refusal for 2023 festival
- On-site activation up to 20' x 30' or equivalent square footage in high-traffic area (includes tents, if requested, and four lines of standard power)
- Six (6) six-foot tables and twelve chairs
- Naming rights of one event asset, including a live entertainment stage
- Up to six (6) live mentions from entertainment stage/MC
- Opportunity to have brand ambassadors roam the event area to sample/coupon
- Sponsor name inclusion in all event press releases
- Sponsor mention in all contracted radio promotion
- Sponsor logo inclusion:
 - All contracted television promotion
 - Digital billboard on Cobb Parkway for one month
 - Event collateral including posters (300) and bandstand banner
 - All contracted print promotion
 - Sponsor page at www.tasteofmarietta.com
 - Taste of Marietta map and guide distributed to attendees
- A minimum of six (6) social media mentions. Sponsor to provide approved verbiage, talk points and supporting images no later than March 4, 2022.
- Opportunity to feature company materials at event hospitality booth
- Opportunity to place up to six (6) banners and/or branded signage at event





Grand Buffet Sponsor - \$12,500 investment

- Category exclusivity and first right of refusal for 2023 festival
- On-site activation up to 20' x 20' or equivalent square footage in high-traffic area (includes tents, if requested, and two lines of standard power)
- Four (4) six-foot tables and eight chairs
- Naming rights of one event asset, including a live entertainment stage
- Up to four (4) live mentions from entertainment stage/MC
- Opportunity to sample/coupon at booth location
- Sponsor name inclusion in all event press releases
- Sponsor mention in select contracted radio promotion
- One website banner ad on festival website
- Sponsor logo inclusion:
 - Select contracted television promotion
 - Digital billboard on Cobb Parkway for one month
 - Event collateral including posters (300) and bandstand banner
 - All contracted print promotion
 - Sponsor page at www.tasteofmarietta.com
 - Taste of Marietta map and guide distributed to attendees
- A minimum of four (4) social media mentions. Sponsor to provide approved verbiage, talk points and supporting images no later than March 4, 2022.
- Opportunity to place up to four (4) banners and/or branded signage at event



“We look so forward to partnering with this hometown community event each year! Given its longevity, growth in attendance, and media attention, we are assured that our participation yields far more exposure and goodwill for our investment than most anything else we sponsor at this level. We are proud to be a part of the “power”ful, mouth “water”ing Taste of Marietta!



***Heidi Dasinger
Marietta Power & Water***

Festival Asset Naming Rights - \$5,000 investment per option

Your company or brand can “own” a piece of the Taste of Marietta and receive premium benefits! *

1. **Kid's Alley** – capture the eyes and hearts of children and their parents in this interactive and ever-popular area.
2. **Chef Spotlight Stage** – the Chef Spotlight Stage is an interactive hub of chefs, demonstrations, and deliciousness! Sponsor stage branding benefits too!
3. **Stages/Concerts** – live entertainment on two stages provide a unique opportunity for your company to maximize exposure.

**Asset sponsorship includes sponsor category exclusivity for asset chosen. Opportunity to brand asset and other festival-wide sponsorship benefits including on-site display space, promotional inclusion, social media mentions, and logo placement delivered at the Grill Master level.*



A La Carte Festival Sponsorship Opportunities - \$3,000 investment per option

Pick the “dish” that fits your needs best! *

- **Official T-Shirt** – your logo, featured on the 2022 t-shirt worn by volunteers, distributed to sponsors, and sold to festival attendees
- **Swag Bag** – your logo and the Taste of Marietta logo will be featured side-by-side on bags distributed from the hospitality booth and carried all throughout the event (1000 bags printed)
- **Event Map** – your logo displayed on map cover and a display advertisement included (1000 printed)

**A la carte sponsorship option includes sponsor category exclusivity for area or asset listed. Other benefits include branding opportunity at area or asset listed, one 10'x10' booth/tent and logo on event website.*



Chic Cuisine Sponsor - \$7,500 investment

- On-site activation up to 10' x 20' or equivalent square footage in high-traffic area (includes two tents, if requested, and two lines of standard power)
- Two (2) six-foot tables and four chairs
- Up to two (2) live mentions from entertainment stage/MC
- Sponsor name inclusion in all event press releases
- Sponsor logo on all event collateral including posters (300) and bandstand banner
- Sponsor logo on all contracted print promotion
- Sponsor logo and link on sponsor page at www.tasteofmarietta.com
- Sponsor logo on Taste of Marietta map and guide distributed to attendees
- A minimum of two (2) social media mentions. Sponsor to provide approved verbiage, talk points and supporting images no later than March 4, 2022.
- Opportunity to place up to two (2) banners and/or branded signage at event



Gourmet Sponsor - \$5,000 investment

- On-site activation up to 10' x 10' or equivalent square footage in high-traffic area (includes one-tent, if requested, and one line of standard power)
- One (1) six-foot table and two chairs
- Sponsor logo on all event collateral including posters (300) and bandstand banner
- Sponsor logo on all contracted print promotion
- Sponsor logo and link on sponsor page at www.tasteofmarietta.com
- Sponsor logo on Taste of Marietta map and guide distributed to attendees
- One (1) social media mention. Sponsor to provide approved verbiage, talk points and supporting images no later than March 4, 2022.



Grill Master Sponsor - \$3,000 investment

- On-site activation up to 10' x 10' or equivalent square footage in high-traffic area (includes one-tent, if requested)
- One (1) six-foot table and two chairs
- Sponsor logo on event posters (300)
- Sponsor logo on select contracted print promotion
- Sponsor logo and link on sponsor page at www.tasteofmarietta.com
- One (1) social media mention



Appetizer (community vendor) - \$1,500 investment

- One 10' x 10' booth includes tent.
- One (1) six-foot table and two chairs
- Opportunity to promote your company, product, or service from your booth space.



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Taste of Marietta

Sunday

April 24, 2022

Sponsorship Application

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presenting Sponsor	Grand Buffet	Chic Cuisine	Gourmet Sponsor	Asset Naming	A La Carte Sponsor	Grill Master	Appetizer Sponsor
\$20,000	\$12,500	\$7,500	\$5,000	\$5,000	\$3,000	\$3,000	\$1,500

If you are interested in participating in the 2022 Taste of Marietta, please fill-out this form **completely** and mail it to us with your payment. **Any sponsor level above (\$3,000) will require a separate detailed signed agreement.**

Company Name: _____

Company Address: _____

City _____ State _____ Zip _____

Contact Person: _____

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, Marietta Visitors Bureau, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2022 Taste of Marietta, 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** _____

ATTN: BILL WATSON | billwatson@jrmmanagement.com
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