



Big Shanty Festival | April 22 & 23, 2023 | Downtown Kennesaw 2023 SPONSORSHIP OPPORTUNITIES

Downtown Kennesaw hosts the 47th annual Big Shanty Festival on April 22 & 23, 2023. 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 24, 2023)
- 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 14, 2023)
- Logo on festival t-shirt (must have high res logo by March 11, 2023)
- Recognition at April Sponsor Luncheon on Wed. April 19, 2023. 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 24, 2023)
- 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 14, 2023)
- Logo on festival t-shirt (must have high res logo by March 24, 2023)
- Company name listed in all press releases
- Recognition at April Sponsor Luncheon on Wed. April 19, 2023. 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 24, 2023)
- Opportunity to include promotional item in Goodie Bag (items must be received by April 14, 2023)
- Logo on festival t-shirt (must have high res logo by March 24, 2023)
- Recognition at April Sponsor Luncheon on Wed. April 19, 2023. Up to four (4) complimentary lunches.
- 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 24, 2023)
- Opportunity to include promotional item in Goodie Bag (items must be received by April 14, 2023)
- Logo on festival t-shirt (must have high res logo by March 24, 2023)
- Recognition at April Sponsor Luncheon on Wed. April 19, 2023. 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 14, 2023)
- Recognition at April Sponsor Luncheon on Wed. April 19, 2023. 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 14, 2023)
- Recognition at April Sponsor Luncheon on Wed. April 19, 2023. Up to two (2) complimentary lunches.
- One (1) embroidered golf shirt and two (2) t-shirts

INVESTMENT: \$250



Big Shanty Festival | April 22 & 23, 2023 | Downtown Kennesaw 2023 Sponsorship Form

Title
\$15,000

Presenting
\$5,000

Gold
\$3,000

Silver
\$2,000

Bronze
\$1,000
(KBA Members \$750)

Support
\$250

If you are interested in participating in the 2023 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 2023 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: _____