



**Saturday December 7, 2024**

**Parade: 2:00pm**

**Event: 3:00 – 7:00pm**

**Kennesaw, GA**

## **2024 SPONSORSHIP OPPORTUNITIES**

Santa's arrival begins at 2 PM on Saturday, December 7<sup>th</sup> 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 with a holiday host of activities including milk and cookies with Mrs. Clause, stage entertainment, kid's crafts, visits with Santa, and a holiday market full of gift ideas and unique merchandise. Food vendors will be onsite. The estimated attendance is 10,000.

### **Presenting Sponsor**

- Industry category exclusivity (in Presenting level)
- On-site display space (up to 10' x 20' and tent, table and chairs included)
- Logo on pre-event information banner and A-frame signage about sponsors at event
- Company included in Press Release as Presenting Sponsor
- Tags in social media campaign as Presenting Sponsor
- (4) :20 second announcement included with PA announcements
- (6) Sponsor listed in PA Announcements
- Opportunity to provide literature or promotional items in Santa bags
- Logo and hyperlink on festival website - [www.adaywithsanta.com](http://www.adaywithsanta.com)

**INVESTMENT: Starting at \$3,500**

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### **Premier Sponsor**

- Naming rights to one (1) event asset (asset opportunities – circle one: Parade | Pictures with Santa | Tree Lighting | Entertainment Stage | Food Court | Kids Zone)
- On-site display space (up to 10' x 10' and tent, table and chairs included)
- (2) :20 second announcement included with PA announcements
- (2) Sponsor listed in PA Announcements
- Company listed on a-frame signage about sponsors at event
- Opportunity to provide literature or promotional items in Santa bags
- Logo and hyperlink on festival website - [www.adaywithsanta.com](http://www.adaywithsanta.com)

**INVESTMENT: \$1,000 (+\$35 Convenience Fee if paid with Credit Card)**

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### **Sustaining Sponsor**

- On-site display space (10'x10' and tent, table and chairs included)
- (2) Sponsor listed in PA Announcements
- Company listed on a-frame signage about sponsors at event
- Logo on website - [www.adaywithsanta.com](http://www.adaywithsanta.com)

**INVESTMENT: \$500 (+\$20 Convenience Fee if paid with Credit Card)**

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### **Supporting Sponsor**

- (2) Sponsor listed in PA Announcements
- Company listed on a-frame signage about sponsors at event
- Logo on website - [www.adaywithsanta.com](http://www.adaywithsanta.com)

**INVESTMENT: \$250 (+\$10 Convenience Fee if paid with Credit Card)**



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**2024 Sponsor Application**

Presenting  
\$3,500

Premier  
\$1,000

Sustaining  
\$500

Supporting  
\$250

If you are interested in participating in the 2024 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 Premier 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 2024 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: _____		
Expiration Date: _____ 3-digit security code on back (4 - digit front for AMEX): _____			
Amount (Premier+\$35/Sustaining +\$20/Supporting +\$10): _____			
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: _____	