

2024 SPONSORSHIP OPPORTUNITIES



Touch-A-Truck is an exciting and educational annual community event hosted by the City of Kennesaw's Parks & Recreation, Public Works and Police Departments.

This event will transform Adams Park into a playground that allows families to get up-close and personal with big trucks, heavy construction and public safety equipment, cool cars and specialty vehicles.

Estimated attendance 5,000

Saturday, March 2, 10am-2pm

PRESENTING SPONSORSHIP - *(contact KPR for details)*

- Onsite display space up to 10'x20' (table and chairs included)
- Logo on pre-event promotional banner and A-frame signage at event
- Company Included in Press Release as Presenting Sponsor
- Logo on Parks & Rec Reach TV Event Ad displayed in Recreation Center and Community Center lobbies and email communications for event to over 20,000 households
- Tags in social media campaign as Presenting Sponsor
- (4) :20 second announcement included with PA announcements
- (6) Sponsor listed in PA announcements
- Opportunity for logo to be on promotional giveaway
- Logo and link on event website

PREMIER SPONSORSHIP - **\$1,250**

- Naming rights to one event asset: Food Court, Kids Zone, DJ & Game Zone (contact KPR for availability)
- Onsite display space up to 10'x10' (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
- Logo and link on event website

SUSTAINING SPONSORSHIP - **\$700**

- Onsite display space up to 10'x10' (table and chairs included)
- (2) Sponsor listed in no less than two PA announcements
- Company listed on A-frame signage about sponsors at event
- Logo on event website

SUPPORTING SPONSORSHIP - **\$350**

- (2) Sponsor listed in PA announcements
- Company listed on A-frame signage about sponsors at event
- Logo on event website