



Big Shanty Festival | April 12 & 13, 2025 | Downtown Kennesaw 2025 SPONSORSHIP OPPORTUNITIES

Downtown Kennesaw hosts the 49th annual Big Shanty Festival on April 12 & 13, 2025. The festival combines the best of the rich heritage of Kennesaw with today's fun-filled activities. Over 60,000 attendees will enjoy more than 250 booths with arts & crafts, food vendors, merchants, the Georgia Grown Member Village, 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 signage as Title Sponsor
- Logo placement on festival flyers (20,000 printed - Must have high res logo by March 11, 2025)
- Logo on festival t-shirt (must have high res logo by March 11, 2025)
- Recognition at April Sponsor Luncheon on Wed. April 2, 2025. 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 11, 2025)
- Logo on festival t-shirt (must have high res logo by March 11, 2025)
- Company name listed in all press releases
- Recognition at April Sponsor Luncheon on Wed. April 2, 2025. 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 signage
- Logo placement on festival flyers (20,000 printed - Must have high res logo by March 11, 2025)
- Logo on festival t-shirt (must have high res logo by March 11, 2025)
- Recognition at April Sponsor Luncheon on Wed. April 2, 2025. Up to four (4) complimentary lunches.
- Four (4) embroidered golf shirts (company name on sleeve) and four (4) t-shirts

INVESTMENT: \$3,500

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 signage
- Logo placement on festival flyers (20,000 printed - Must have high-res logo by March 11, 2025)
- Logo on festival t-shirt (must have high-res logo by March 11, 2025)
- Recognition at April Sponsor Luncheon on Wed. April 2, 2025. Up to two (2) complimentary lunches.
- Two (2) embroidered golf shirts and four (4) t-shirts

INVESTMENT: \$2,500

Bronze Level

- On-site display space (up to 10'x10' and tent, table and chairs included)
- Listed on festival signage
- Logo on festival t-shirt (must have high-res logo by March 11, 2025)
- Recognition at April Sponsor Luncheon on Wed. April 2, 2025. Up to two (2) complimentary lunches.
- One (1) embroidered golf shirt and two (2) t-shirts

INVESTMENT: \$1,500/\$1,000 KBA Member (+\$50/\$35 Convenience Fee if paid w/credit card)

Support Level

- Logo on festival t-shirt (must have high-res logo by March 11, 2025)
- Recognition at April Sponsor Luncheon on Wed. April 2, 2025. Up to two (2) complimentary lunches.
- One (1) embroidered golf shirt and two (2) t-shirts

INVESTMENT: \$250 (+\$10 Convenience Fee if paid w/credit card)
