Big Shanty Festival |April 17 & 18, 2027 | Downtown Kennesaw
2027 SPONSORSHIP OPPORTUNITIES

Downtown Kennesaw hosts the 51st annual Big Shanty Festival on April 17 & 18, 2027. 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 12, 2027)
- Logo on festival t-shirt (must have high res logo by March 12, 2027)
- Recognition at April Sponsor Luncheon on Wed. April 14, 2027. 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

Attn: Bill Watson | Sponsorship Manager | billwatson@jrmmanagement.com
JRM Management Services, Inc. | P.O. Box 777 | Kennesaw, GA 30156
770-423-1330 | Fax: 770-293-0047

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 12, 2027)
- Logo on festival t-shirt (must have high res logo by March 12, 2027)
- Company name listed in all press releases
- Recognition at April Sponsor Luncheon on Wed. April 14 , 2027. 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 12, 2027)
- Logo on festival t-shirt (must have high res logo by March 12, 2027)
- Recognition at April Sponsor Luncheon on Wed. April 14, 2027. 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 12, 2027)
- Logo on festival t-shirt (must have high-res logo by March 12, 2027)
- Recognition at April Sponsor Luncheon on Wed. April 14, 2027. Up to two (2) complimentary lunches.
- Two (2) embroidered golf shirts and four (4) t-shirts

INVESTMENT: $2,500

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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 12, 2027)
- Recognition at April Sponsor Luncheon on Wed. April 14, 2027. 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 12, 2027)
- Recognition at April Sponsor Luncheon on Wed. April 14, 2027. 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)

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2027 Sponsorship Form

Title $15,000	Presenting $5,000	Gold $3,500	Silver $2,500	Bronze $1,500 ($1,000 KBA Member)	Support $250
☐	☐	☐	☐	☐	☐

If you are interested in participating in the 2027 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 Silver 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, KBA, all organizations and persons sponsoring, managing or in any other way participating in the 2027 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 or 4-digit security code: _____ Amount (Bronze +$50/$35, Support +$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: _____

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