The Conyers Cherry Blossom Festival

A Sponsorship Marketing Opportunity

Executive Summary

46TH ANNUAL CONYERS CHERRY BLOSSOM FESTIVAL

DATES:	Saturday and Sunday, March 20-21, 2027
TIMES:	10:00AM-5:00PM on Saturday and Sunday
LOCATION:	The festival will take place at the Georgia International Horse Park in Conyers, GA. The festival sight is located on the Grand Prix Plaza overlooking the Grand Prix Stadium that was used during the 1996 Centennial Olympic Games for Equestrian events.
FEATURES:	The festival is filled with visual arts and crafts, continuous performances on multiple stages featuring international and local entertainment, a variety of food booths and a large, interactive children's area.
ACHIEVEMENTS:	The festival is recognized among other events in the Southeast and has been awarded "Best Festival in the Southeast" within its budget category during the Southeast Festival and Events Association's Kaleidoscope Awards banquet. Over the years, the festival has received over 20+ Kaleidoscope Awards. The festival has also been named a Top 20 Event in the Southeast during the month of March by Southeast Tourism Society multiple years running. Most recently the festival was named a Signature Event in the Southeast by the Southeast Tourism Society.
ATTENDANCE:	Average attendance each year is an estimated 30,000 guests over the weekend.
PRESENTED BY:	The Georgia International Horse Park and the City of Conyers.
COST:	Free admission with an $10.00 parking fee.



CITY OF CONYERS
Celebration of Community



Numbers to Judge Us By…

Total Value of Print & On-line Advertising Campaign: over $42,000

Total Number of Internet Impressions: over 300,000

Total Value of Social Media and Radio Campaign: over $67,400

Total Value of Festival's Promotional Campaign: over $125,000



Why Sponsor the Conyers Cherry Blossom Festival?

1

A unique community event…

Annually in March, around 30,000 people converge onto the Grand Prix Plaza located at the Georgia International Horse Park in Conyers, Georgia to celebrate the blooming of the Yoshino Cherry Trees. The park is filled with fascinating sights and sounds as hundreds of artists, crafters, musicians, dancers, and exhibitors take part in the two- day celebration. Artists and crafters from near and far line the plaza with gorgeous pottery, fabric, sculpture, jewelry and more; while two stages offer performances from not only our local community, but from countries all over the world. The air is filled with all sorts of yummy smells from food vendors located in one of the food courts, and the sound of laughter comes from the interactive children's area.



2 …with a strong history…

To further nurture the friendship and exchange of Japanese Culture, in 1982, Maxell (a previous local Japanese manufacturing company) along with the Conyers-Rockdale Chamber of Commerce, held the first Conyers Cherry Blossom Festival. In 1997, the festival moved to the Georgia International Horse Park to accommodate the growth in size and attendance. Over the years, Yoshino Cherry Trees have been planted all around Conyers and can be enjoyed on the grounds of the former Maxell complex, Conyers City Hall, Conyers-Rockdale Chamber of Commerce, Olde Towne Conyers, schools and while driving along the entrance to the Georgia International Horse Park.

3 …and a solid organizational mission.

Ever since that simple beginning, the Conyers Cherry Blossom Festival has concentrated on bringing the community together while focusing on cultural understanding and friendship through art, music, dance, crafts, food and entertainment. The festival prides itself on offering a quality event and experience to the community, and corporate contributions help to maintain the quality and diversity of the arts while keeping the price low to the public. Festival goers enjoy a free admission into the event with a $10 parking fee.

4 A chance to reach a captive audience…

The Conyers Cherry Blossom Festival offers businesses a chance to reach their target audience. The festival provides a way for businesses to connect with heads of households, children and teens. The City of Conyers lies just outside of metro Atlanta and is filled with families who live in the suburbs and commute to the city each day for work. Most guests attending the festival arrived with families including two adults and at least one child. The most common profile given was married females between the ages of 21-35 with children and has an income between $41,000 and $81,000 per year. Women made up 76 percent of the attendance, while men made up 24 percent.

5 …and take part in Experiential Branding.

Events allow companies to take part in Experiential Branding, a strategy that allows grass roots interaction with consumers. Experiential branding is the intersection of entertainment and marketing. Become a part of the event experience, not an interruption and create lasting, personal and emotional impressions among your target audience. The Conyers Cherry Blossom Festival offers a wide range of opportunities to extend market reach, increase brand awareness and loyalty, while ultimately increasing sales by aligning with this well-known, well-respected and proven event.



Sponsor Options

Title Sponsor/Main Stage Sponsor $15,000+

Enjoy the highest level of visibility throughout the event and be prominently recognized for supporting the Conyers Cherry Blossom Festival. Title Sponsor will be offered the highest level of exposure to patrons attending the event, in addition to thousands of households reached through the advertising and public relations effort.

"Conyers Cherry Blossom Festival presented by SPONSOR NAME"

Festival Promoter $7,500

This high-profile sponsorship offers company recognition in prominent locations on the festival site, as well as in media efforts. Interact with patrons during the festival and create an experience for your clients that they will not forget.

Festival Executive $5,000

This sponsorship level still gives the opportunity for businesses to interact with the festival's audience, allows some presence during the festival's marketing campaign, and signage on-site during the festival. Put your business, products or services in front of 30,000 people and make a lasting impression.

Festival Sampler $2,500

This level offers businesses a way to give samples of food or drink (size and brand restrictions may apply) so patrons can "taste" your product on-site. Space starts at 10 x 20 in a high traffic area. (tent(s), tables and chairs are not included)

Festival Team Builder $1,000

This level also offers businesses a way to interact with the festival's audience and associate their company's name with the festival by having a 10 x 10 space, in a high traffic area. (tent, tables and chairs are not included)

Children's Area Official Sponsor $5,000

This is the highlight for all children attending the festival. This sponsorship aligns your company with a positive social interaction among family members and friends. Your company name will be highly visible in this area of the festival as you can interact one on one with families. Your name will also be listed along with the area's title. Plus, unlimited ride armbands for your staff and special guests.

"SPONSORS NAME Children's Area"

Featured Ground Act sponsor $3,500

Your company will sponsor an exciting ground act to be promoted before and during the festival! Your name will be attached to this event within the event for ideal visibility and high profile positioning in marketing, promotion and advertising.

Secondary Stage Sponsor $3,000

Get outstanding visibility at the main stage located at the heart of the festival featuring international and local entertainment. Families gather to watch acts featuring traditional dances or performances from many different countries, or to watch their family member or friends perform with local choruses, dance teams, and bands.

Product Sponsor $1,000

Your company name can be associated with a great volunteer program or popular festival drawing. The onsite festival drawing allows guests to register for great items from the local community such as gift cards or coupons or other prize packs. Items needed include water bottles, note pads, pens, snacks, sunglasses, sunscreen, chap-stick, etc. (tent, tables and chairs are not included)

Blossom Sponsor $250

Become a supporting sponsor of this wonderful community event and enjoy complimentary parking, website listing & link, print promotion and listing on festival banner.

At a Glance Benefits

Benefit	Title Sponsor- Mainstage Sponsor $15,000	Festival Promoter $7,500	Festival Executive $5,000	Children's Area Official Sponsor $5,000	Featured Ground Act Sponsor $3,500	Secondary stage Sponsor $3,000	Festival Sampler Sponsor $2,500	Product sponsor $1,000	Festival Team Builder Sponsor $1,000
Sponsor Name attached to Festival Name	Logo								
Radio Promotion	Name	Name							
Exhibitor Space	Up to 8-spaces	Up to 6-spaces	Up to 4-spaces	Up to 3-spaces	2-10x10 spaces	2-10 x 10 spaces	2-10 x 10 spaces	1 – 10 x 10 space	1 - 10 x 10 space
Stage Banner	Primary Stage (Business must supply)	Secondary Stage (Business must supply)	Secondary Stage (Business must supply)		At Featured round Act (Business must supply)	Secondary Stage (Business must supply)			
Banners on Festival Grounds	(Business must supply)	(Business must supply)		In area (Business must supply)					
Print Promotion	Logo	Logo	Name	Name	Name	Name	Name	Name	Name
Naming Rights for Element	Logo			Logo	Logo	Logo			
Web Site Presence	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
Sponsor Sign	Logo	Name	Name	Name	Name	Name	Name	Name	Name
Parking Passes	30	20	15	15	10	10	4	4	2

Conyers Cherry Blossom festival

March 20 & 21, 2027

Sponsorship Application

Title/Mainstag	*Promoter*	*Executive*	*Children's Area*	*Ground Act*	*2nd Stage*	*Sampler*	*Product Sponsor*	*Team Builder*	*Blossom*
$15,000 +	*$7,500*	*$5,000*	$5,000	*$3,500*	$3,000	*$2,500*	*$1,000*	*$1,000*	*$250*
☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

If you are interested in participating in the 2027 Conyers Cherry Blossom Festival, please fill-out this form completely and mail it to us with your payment. Any sponsor level above Sampler ($2,500) may require a separate detailed signed agreement.

Company/Name _____

Company Address: _____

City _____ State _____ Zip _____

Contact/Person: _____

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.

Circle one: VISA MASTERCARD DISCOVER 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: _____

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 the 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 harm- less the City of Conyers, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2027 Conyers Cherry Blossom 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 _____

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