



**2017 Kennesaw/Big Shanty Festival**  
**Sponsorship Levels**  
**APRIL 22 & 23, 2017**



**Title Sponsor - \$15,000.00 and up (currently not available)**

**Presenting Sponsor - \$5,000.00+**

- Logo included in all paid advertisement.
- Logo to appear on all flyer distribution. (20,000 - deadline March 22, 2017).
- Logo on T-shirts (750– deadline March 29, 2017)
- Festival Banner and signs stating that your company is a Presenting Sponsor.
- Prime booth space in a high traffic area, size of space is flexible.
- Recognized at our April Sponsor Luncheon catered by Carrabba’s Italian Grill on Wednesday April 19<sup>th</sup> (complimentary for up to 4 people). 4- Embroidered golf shirts (name on sleeve) and 4 t-shirts.
- Your company would be included in all press releases as a Presenting Sponsor.
- **Logo on one side of “Goodie Bags”**
- **Eligible to place your own flyer or promotional piece in the 4,000 “Goodie Bags” that are distributed festival patrons. All marketing pieces for the “Goodie Bags” are due no later than Wednesday April 19<sup>th</sup> Sponsor Luncheon.**
- Exclusive sponsor for your industry.

**Gold/Asset Sponsor - \$3,000.00**

**Assets to Sponsor**

Parade	ATM
Ground Act (Free Shows)	Entertainment Stage
Kids Zone	Food Court

- Credit for Asset Sponsorship.
- Name included in all paid advertisement.
- Logo to appear on all flyer distribution. (20,000 - deadline March 22, 2017).
- Logo on T-shirts (750– deadline March 29, 2017)
- Festival Banner stating that your company is a Gold Sponsor.
- Prime booth space in a high traffic area, size of space is flexible.
- Recognized at our April Sponsor Luncheon catered by Carrabba’s Italian Grill on Wednesday April 19<sup>th</sup> (complimentary for up to 4 people). 4- Embroidered golf shirts (name on sleeve) and 4 t-shirts.
- **Eligible to place your own flyer or promotional piece in the 4,000 “Goodie Bags” that are distributed festival patrons. All marketing pieces for the Welcome Bags are due no later than Wednesday April 19<sup>th</sup> Sponsor Luncheon.**
- **Exclusive (exhibiting only) sponsor for your industry – Support Level allowed in industry.**

### **Silver Level - \$1,750.00**

- Logo to appear on all flyer distribution. (20,000 - deadline March 22, 2017).
- Logo on T-shirts (750– deadline March 29, 2017)
- Included on Festival Banner
- Booth space will be provided with 10' x 10' tent, table, & chair in high traffic area.  
(Sampling permitted at this level in a 10' x 10' location)
- Recognized at our April Sponsor Luncheon catered by Carrabba's Italian Grill on Wednesday April 19<sup>th</sup> (complimentary for up to 2 people). 2- Embroidered golf shirts and 4 - t-shirts.
- **Eligible to place your own flyer or promotional piece in the 4,000 "Goodie Bags" that are distributed festival patrons. All marketing pieces for the Welcome Bags are due no later than Wednesday April 19<sup>th</sup> Sponsor Luncheon.**

### **Bronze Level - \$1,000.00 (\$750 KBA Members)**

- Logo on T-shirts (750– deadline March 29, 2017)
- Included on Festival Banner
- Booth space will be provided with a 10' x 10' tent, table, & chair in high traffic area.
- Recognized at our April Sponsor Luncheon catered by Carrabba's Italian Grill on Wednesday April 13<sup>th</sup> (complimentary for up to 2 people). 1- Embroidered golf shirt and 2 - t-shirts.
- **Eligible to place your own flyer or promotional piece in the 4,000 "Goodie Bags" that are distributed festival patrons. All marketing pieces for the Welcome Bags are due no later than Wednesday April 19<sup>th</sup> Sponsor Luncheon.**

### **Support Level - \$250.00**

- Logo on T-shirts (750– deadline March 29, 2017)
- Included on Festival Banner
- Recognized at our April Sponsor Luncheon catered by Carrabba's Italian Grill on Wednesday April 19<sup>th</sup> (complimentary for up to 2 people). 1- Embroidered golf shirt and 2 - t-shirts.
- **Eligible to place your own flyer or promotional piece in the 4,000 "Goodie Bags" that are distributed festival patrons. All marketing pieces for the Welcome Bags are due no later than Wednesday April 19<sup>th</sup> Sponsor Luncheon.**

#### **Questions?**

**Contact Bill Watson: [billwatson@jrmmanagement.com](mailto:billwatson@jrmmanagement.com)  
770-423-1330**



MARIETTA DAILY JOURNAL

# 2017 Kennesaw/Big Shanty Festival April 22 & 23

**Presenting**  
**\$5,000 +**

**Gold**  
**\$3,000**

**Silver**  
**\$1,750**

**Bronze**  
**\$1,000 (KBA Member \$750)**

**Supporting**  
**\$250**

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Company Address: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone: \_\_\_\_\_ 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					Golf Shirts				
Small	Medium	Large	X-Large	XX-Large	Small	Medium	Large	X-Large	XX-Large

RSVP Sponsor Lunch 4/19 @ Kennesaw Com. Ctr & catered by Carrabba's Italian Grill: \_\_\_\_\_

**Please send a high res jpeg copy of your logo to Leigh Kanour at [leighkanour@jrmmanagement.com](mailto:leighkanour@jrmmanagement.com)**  
If you are interested in paying via credit card, fill-out the Credit Card Authorization (CCA) information below or go to [www.kennesawbusiness.org](http://www.kennesawbusiness.org) and click on the "On-line Payment" button.

Circle one:	VISA	MASTERCARD	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 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, Kennesaw Business Association, JRM Management, all organizations and persons sponsoring, managing or in any other way participating in the 2017 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** \_\_\_\_\_