

September 17, 2011

Suwanee Day 2011

Sponsorship Information

A Celebration of Community

Suwanee Day sponsors bring fun, success to the community

We know that as a business owner, you have to think carefully each year how to spend money in order to make money. We believe that sponsoring the annual Suwanee Day festival is a fantastic investment in the community and in your business.

Suwanee Day, now in its 28th year, began as a half-day event in a vacant lot behind the current police station. Over the years, the festival has grown into a full-day event with more than 40,000 attendees and 185 vendors and exhibitors. The event is hosted in Suwanee's award-winning Town Center Park. Each year, a volunteer committee plans the festival managing vendors and entertainers to parade organization and parking details.

Some sponsors of the festival have been around for many, many years. Primrose Schools, for example, was a sponsor of Suwanee Day even before it was held in Town Center Park! Don Nelson says: "The Primrose Family has enjoyed being involved in the event for many years and supporting the community." Primrose sets up an interactive booth for families to enjoy in the Children's area and spends all day interacting with families. Last year, Percy and Parker



got to pal around together all day! Parker is the City's new mascot and was introduced at Suwanee Day. Percy is the Primrose School mascot.

Perhaps increasing your name awareness and developing traffic for your business is part of your business strategy. We can help with creative booth space ideas and give-away opportunities. Your activation should start with the parade at 10 am and then invite people to your interactive booth to learn about what you do in our community. Your booth can promote your business, be an interactive learning tool, or support a great cause.

Whatever your business, budget, or marketing needs, Suwanee Day offers you a fantastic way to reach the Suwanee community. We will be happy to work with you to determine how we can best make your sponsorship work for you. It is a great investment in your business and in our community! Contact Amy Doherty at 770-945-8996 or email adoherty@suwanee.com to get started today. Visit our website at www.suwaneeday.com for more details about this year's festival.

City of Suwanee

Demographics

- Population: 16,784
- Median age of Suwanee residents: 33
- Number of Homes
 - Single Family: 4,142
 - Townhomes: 593
 - Multi-family units: 1,394
- Median area home price: \$245,000
- Average household income: \$100,324
- Suwanee Day received a Silver Kaleidoscope Award for "Best Festival" at the Southeast Festivals and Events Conference.
- Suwanee Day volunteer Doug Schwendy also won a Silver Kaleidoscope Award for "Best Volunteer!"
- Suwanee Day has been selected as a Top 20 Event in September, 2011 by Southeast Tourism Society.

Suwanee Day 2010 by the numbers.....



40,000 +

Estimated attendance for the 2010 Suwanee Day Festival!

54

The number of soldiers from Fort Benning, 2-69 Armor Battalion who were the festival's special guest after returning from their fourth deployment to Iraq.



189

Booth spaces in Town Center Park



1

Fuzzy and loveable mascot introduced at Suwanee Day. Parker, the City's new Mascot.



900 +

The number of hours volunteers worked to help make the 2010 Suwanee Day festival such a success!



Sponsorship Levels

Friends of the Festival: \$500

- Two Suwanee Day T-Shirts
- Listed as a Suwanee Day Sponsor in Suwanee Day advertising section
- Listed as a Suwanee Day Sponsor on www.suwaneeday.com
- Free Parade Entry

Silver Sponsorship: \$1,500

Same benefits as listed above for Friends of the Festival

PLUS

- Single booth space available at Suwanee Day festival*(upon request)
- Recognition on stage during the festival
- Official framed certificate of sponsorship
- Business-card size advertisement in the Suwanee Day Festival special section

Gold Sponsorship: \$2,750

Same benefits as listed above for Silver Sponsorship

PLUS/or

- Includes a **quarter-page** advertisement in special Suwanee Day advertising section (tabloid-size)
- Parking passes for your booth staff
- Suwanee "bucks" to spend at the festival

Platinum Sponsorship: \$5,500

Same benefits as listed above for Gold Sponsorship

PLUS/or

- Recognition for a specific area of festival or your own entertainment or talent: Fireworks, Daytime Entertainment, Rides or Children's Area (entertainer or craft), Parade (example: The Suwanee Day Parade brought to you by YOUR COMPANY)
- Banner placement near entertainment stage
- Includes a **half-page** advertisement in special Suwanee Day advertising section
- Company name and logo displayed on all official Suwanee Day advertising posters, banners, and directories
- Single or double booth space available at Suwanee Day festival*(upon request)

Presenting Sponsorship: \$7,500

Same benefits as listed above for Platinum Sponsorship

PLUS/or

- Top billing for Presenting Sponsor
- Company name or logo on official Suwanee Day t-shirts
- Includes **full-page** advertisement in special Suwanee Day advertising section (tabloid-size)
- Feature story (with photo) about your business in the Suwanee Day special advertising section
- Meet and greet with evening Entertainment (if possible)
- Participate in judging panel for Suwanee Day Parade or Best of Show booth competition
- Tent, table and chairs provided for your exhibit area

*Sponsor booth space is not transferable.

To apply for sponsorship, please complete this application and return it with your check to:
City of Suwanee, ATTN: Suwanee Day Sponsorship, 330 Town Center Ave., Suwanee, GA 30024

Organization/Business _____
Contact Name _____
Address _____
City/State/Zip _____
Phone _____ Cell Phone _____
E-mail Address _____ Web Address _____

Sponsorship Opportunities (Check One)

_____ Presenting \$7,500 _____ Platinum \$5,500 _____ Gold \$2,750
_____ Silver \$1,500 _____ Friends of the Festival \$500

Please enclose payment with sponsorship application or make invoicing arrangements with Events Coordinator. Checks should be made payable to the City of Suwanee.

Booth Request (Available at Silver Level and above) _____ Yes _____ No

Electricity needed? _____ Yes _____ No (will only be provided to sponsors signed up by July 1)
outlets needed _____ (120 V only—Sponsor must provide a #12, 50-foot extension cord)
Size of booth: _____ single _____ double
(Gold and Silver = single booth; Platinum and Presenting = double, if requested.)
I prefer to set up Friday a.m. _____ Friday p.m. _____ Saturday a.m. _____
(You may request a specific timeframe, all booths must be ready by 9:30 a.m. Saturday)
Do you need a tent? _____ Yes _____ No Chairs? _____ Yes _____ No (How many?) _____
Tables? _____ Yes _____ No (How many?) _____

Parade Participation (Available at all Levels) _____ Yes _____ No

If yes, please complete and return the **Parade Application** available by request or online at www.suwaneeday.com.

T-Shirts (Select two, any size. Shirts do not have to be the same size.)

SM _____ MED _____ LG _____ XL _____ XXL _____

The City of Suwanee, a Georgia Municipal Corporation, and its agents, employees, and representatives thereof assume no liability or responsibility for injury or loss that may result to any exhibitor or his/her personal or corporate affects including goods for sale that may occur on the premises or may arise under Suwanee Day activities. Applicant further agrees, consents, and acknowledges to hold the City of Suwanee, its agents, employees, and representatives harmless for any such injury or loss.

I understand that the funds paid to the Suwanee Day committee will be used only for the Suwanee Day Festival.

Signature: _____ Printed Name: _____

Questions? Please call Amy Doherty @ 770-945-8996
Fax to: 770-945-2792