



# *SPONSORSHIP INFORMATION*

BECAUSE SPONSORING IS LIKE TOTALLY COOL!

City of  
**Suwanee**  
georgia

**[SUWANEEFEST.COM](http://SUWANEEFEST.COM)**



The award-winning **SUWANEE FEST** is the City of Suwanee's annual two-day fall celebration, featuring arts and crafts exhibitors, children's rides and activities, and on-stage entertainment.

# TOP FIVE REASONS *YOUR ORGANIZATION SHOULD BE AT SUWANEE FEST*

## 1. Get in front of 55,000 happy people!

We spend all our time and money bringing folks from all over the metro area to Suwanee Fest.

## 2. Build goodwill within the community!

Investing in Suwanee Fest offers a unique chance to create a lasting and powerful impression.

## 3. It's a great venue for handing out freebies.

Your brand will be all over Town Center Park in the form of tangible marketing products, given to a targeted market.

## 4. It's affordable!

Marketing isn't cheap – local sponsorships are proven to be the most effective way reach a targeted audience at minimal cost.

## 5. Sponsorship packages can be tailored to fit your needs.

Our Suwanee Fest team members are full of creative ideas that will engage attendees and activate your sponsorship!

## STILL NOT CONVINCED?

- Just over **one-third (35%)** of the attendees are first-time Suwanee Fest goers.
- **67% of attendees** shopped or planned to **shop** in the stores in Town Center.
- On average, those who were not first-time attendees have attended the festival **4.65 times**.
- Almost all **(99%)** of the 2023 attendees **plan to attend** Suwanee Fest in 2024.
- **76% of attendees** made or planned to purchase from the Artisan vendors.
- The **average group size** for the 2023 Suwanee Fest was **3.59**.

*Stats provided by 2023 Economic Impact Study  
by Chandlerthinks, LLC.*



# SPONSORSHIP LEVELS

## FRIENDS OF THE FESTIVAL

Does NOT include booth space at the event

- Two Suwanee Fest t-shirts
- Listed as Suwanee Fest sponsor in special Suwanee Magazine pull-out section and on SuwaneeFest.com
- Complimentary parade entry

**\$1,000**

## SILVER SPONSORSHIP

Same benefits as listed for Friends of the Festival, plus:

- Booth space
- Tent, table and chairs (if needed)
- Electricity (if needed)
- Business card-size ad in special Suwanee Magazine pull-out section
- SuwaneeFest.com listing
- Two parking passes
- Stage mentions during the festival
- Invitation to sponsor appreciation reception

**\$2,500**

## GOLD SPONSORSHIP

Same benefits as listed for Silver Sponsorship, plus:

- Double booth space (as requested)
- ¼ page advertisement in special Suwanee Magazine pull-out section
- Logo on banner at the stage
- Four parking passes
- Presence on website and Social Media

**\$4,000**

## PLATINUM SPONSORSHIP

LIMITED TO 4 SPONSORS

Same benefits as listed for Gold Sponsorship, plus:

- ½ page ad in special Suwanee Magazine pull-out section
- Ten minutes of stage time over the festival weekend!
- Name your section of the festival. Choose between: Entertainment, Family Fun Zone, Parade, Man Cave, and Rides & Games (i.e., "[YOUR ORGANIZATION] Family Fun Zone")
- Visit from Parker, the Suwanee mascot, at your location for appearances and promotion!
- Online contest and give-aways from your location
- Logo on SuwaneeFest.com, t-shirt, posters, banners, and advertisements
- Complimentary delivered lunch for up to four people on both festival days

**\$6,500**

## PRESENTING SPONSORSHIP

ONE AVAILABLE

Same benefits as listed for Platinum Sponsorship, plus:

- Event will be referred to as "Suwanee Fest, presented by [YOUR ORGANIZATION]"
- Choose your booth location
- Logo on official Suwanee Fest t-shirt, posters, banners, and directories
- Full page ad and feature story in special Suwanee Magazine pull-out section
- Meet and greet with headline entertainment, when possible
- Participate in judging panel for parade
- Banner placement near stage

**\$10,000**

*"We are a new business that just opened this year. We wanted to get to know our community and let them know what we offer, and Suwanee Fest has been the BEST place for that!"*



JOHNATHON NOLEN  
PURIFI IV

*"It was a great way to get plugged into the community. We met some incredible people and our business got visibility that would have been impossible without it!"*



RAMON GONZALEZ | CEO  
THRIVE COWORKING



# SPONSORSHIP *DEADLINE IS* *JULY 31, 2024*

## *SPONSOR BOOTH GUIDELINES:*

- **We LOVE when people get creative with our THEME and decorate their tent!**

We do reward one sponsor with a Best of Show award for the best use of the Suwanee Fest theme!

- **Save some SWAG for Sunday!** Saturday is a busy day with lots of attendees but we also have a lot of attendees on Sunday. Save some SWAG for those folks, too! The estimated attendance for both days is approximately 55,000 people.

- **Do something that invites people to stop by and chat!**

Think prize wheel, an activity, or register for a drawing. That way, you will have a few moments to speak with them about your business!

- **Think about what you want to give away** and try to stay away from things that will be sold at the event. Such as food and drinks or face painting.

- **Your sponsorship includes tents, tables, and chairs for your convenience.**

These will be set up and ready for you to use/decorate on Friday during the load-in time.

- **All event-specific information will be sent to you in August**

(map, booth location, parking passes, load-in, and load-out instructions).

## *CONTACT:*

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