



2018 Sponsorship Levels

The Decatur BBQ Blues & Bluegrass Festival hosts over 6000+ devoted attendees each year, many of whom have attended with their families for the past 17 yrs. Our festival offers strong promotional, sampling, and branding opportunities delivered in a one-of-a-kind setting to an affluent, family friendly, and ethnically and age group diverse demographic. Throughout the festival experience, we offer unique assets and sponsorship levels to meet your specific brand and product objectives.

Take advantage of the exposure and partner benefits of the Decatur BBQ Blues & Bluegrass Festival:

- A metro-wide demographic reach
- An extensive pre-event media outreach program and city-wide editorial coverage
- An opportunity to brand a wide variety of event assets...own a piece of the festival!
- Customized packages and benefits to exceed your marketing goals and objectives, all within Budget
- A dedicated festival team with years of experience and many sponsor success stories

Presenting Sponsor – please contact us to discuss this partnership level

Main Stage Sponsor (4) \$4000

- Logo incorporated into stage signage during 7-hour musical entertainment
- Category Exclusivity & Protection
- Primary position within all internal and external branding and communication
- Print Advertising / Collateral
 - Posters (200)
 - Event Welcome banner
- Digital – Social Media Advertising
 - Agreed upon social media content strategy through festival channels
 - Facebook - 2000 + followers and growing
 - Twitter – 540 followers
 - Instagram
 - www.decaturbbbqfestival.com
 - Banner ad on festival website
 - Online event listings
 - Custom Branded content segment
 - Will film 1-2 minute sponsor segment with key marketing executive to be shared via social media channels

- VIP Hospitality
 - Exclusive access for 6 back stage hospitality area
 - Private bathrooms
 - Full Catering Services
 - BBQ lunch
 - All day snacks
 - Beverages (beer/wine – nonalcoholic)
 - Tented with fans
- Expo Tent Activation
 - 10 x 10 space in expo village
- Tickets
 - 20 Festival tickets to be given out to staff, customers, clients
- Minimum of Five (5) promotional spots to be read during event

Exclusive Indoor/Outdoor VIP Hospitality Suite (1) \$ 4000

- Private access VIP area (maximum 50 people) includes:
 - Signage incorporated outside and inside Suite
- Category Exclusivity and Protection
 - Festival tickets for (50)
- Primary position within all internal and external branding and communication
- Print Advertising / Collateral
 - Posters (200)
 - Event Welcome banner
- Digital – Social Media Advertising
 - Agreed upon social media content strategy through festival channels
 - Facebook - 2000 + followers and growing
 - Twitter – 540 followers
 - Instagram
 - www.decaturbbqfestival.com
 - Banner ad on festival website
 - Online event listings
- VIP Hospitality
 - Amenities include
 - Indoor lounge and outdoor VIP access
 - A/C
 - Private bathrooms
 - Full Catering Services
 - BBQ lunch
 - All day snacks
 - Beverages (beer/wine – nonalcoholic)
- Minimum of Five (5) promotional spots to be read during event

Cool Zone Sponsor (2) \$1500 or (1) \$3000

- Exclusive shade and cool comfort zone sponsor (shaded area will be carpeted, and include misting fans to provide the ultimate festival experience)
- Full branding and activation space and signage opportunities within Cool Zone area
- Primary position within all internal and external branding and communication
- Print Advertising / Collateral
 - Posters (200)
- Digital – Social Media Advertising
 - Agreed upon social media content strategy through festival channels
 - Facebook - 2000 + followers and growing
 - Twitter – 540 followers
 - Instagram
 - www.decaturbbbqfestival.com
 - Banner ad on festival website
 - Online event listings
- VIP Hospitality
 - Exclusive access for 6 back stage hospitality area
 - Private bathrooms
 - Full Catering Services
 - BBQ lunch
 - All day snacks
 - Beverages (beer/wine – nonalcoholic)
 - Tented with fans
- Expo Tent Activation
 - 10 x 10 space in expo village
- Tickets
 - 10 Festival tickets to be given out to staff, customers, clients
- Minimum of Three (3) promotional spots to be read during event

Food Partnership \$1500

- Activation space on site 20 x 20 to sample only foods and products
- Primary position within all internal and external branding and communication
- Print Advertising / Collateral
 - Posters (200)
 - Event Welcome banner
- Digital – Social Media Advertising
 - Agreed upon social media content strategy through festival channels
 - Facebook - 2000 + followers and growing
 - Twitter – 540 followers
 - Instagram
 - www.decaturbbbqfestival.com
 - Banner ad on festival website
 - Online event listings
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- VIP Hospitality
 - Exclusive access for 6 back stage hospitality area
 - Private bathrooms
 - Full Catering Services
 - BBQ lunch
 - All day snacks
 - Beverages (beer/wine – nonalcoholic)
 - Tented with fans

- Minimum of Five (5) promotional spots to be read during event
- Tickets
 - 10 Festival tickets to be given out to staff, customers, clients

Liquor Partnership \$ 1750 (branding on site – off site focus)

- Title sponsor of Friday night music series
- Sponsor Festival Pre-game 11am – 1pm brunch event
 - At one or two local establishments (Scout, Ujoint, Steinbecks)
- Primary position within all internal and external branding and communication
- Print Advertising / Collateral
 - Posters (200)
 - Event Welcome banner
- Digital – Social Media Advertising
 - Agreed upon social media content strategy through festival channels
 - Facebook - 2000 + followers and growing
 - Twitter – 540 followers
 - Instagram
 - www.decaturbbqfestival.com
 - Banner ad on festival website
 - Online event listings
- VIP Hospitality
 - Exclusive access for 6 back stage hospitality area
 - Private bathrooms
 - Full Catering Services
 - BBQ lunch
 - All day snacks
 - Beverages (beer/wine – nonalcoholic)
 - Tented with fans
- Minimum of Five (5) promotional spots to be read during event
- Tickets
 - 10 Festival tickets to be given out to staff, customers, clients

Harmony Park Stage Sponsor (2) \$2500

- Logo incorporated into custom stage signage during 7-hour musical entertainment
- Exclusive Activation space within Harmony Park
- Print Advertising / Collateral
 - Posters (200)
- Digital – Social Media Advertising
 - Agreed upon social media content strategy through festival channels
 - Facebook - 2000 + followers and growing
 - Twitter – 540 followers
 - Instagram
 - www.decaturbbqfestival.com
 - Banner ad on festival website
 - Online event listings
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- VIP Hospitality
 - Exclusive access for 6 back stage hospitality area
 - Private bathrooms
 - Full Catering Services
 - BBQ lunch
 - All day snacks
 - Beverages (beer/wine – nonalcoholic)
 - Tented with fans
- Expo Tent Activation
 - 10 x 10 space in expo village
- Tickets
 - 10 Festival tickets to be given out to staff, customers, clients
- Minimum of Five (5) promotional spots to be read during event

T-Shirt Sponsor (1) \$1750 **sold no longer available !**

- Only Logo displayed on the back of 150 t-shirts worn by volunteer staff throughout day of event and throughout the year
- Logo on Posters (200)
 - Distributed throughout Decatur and Atlanta
- Digital – Social Media Advertising
 - Agreed upon social media content strategy through festival channels
 - Facebook - 2000 + followers and growing
 - Twitter – 540 followers
 - Instagram
 - www.decaturbbqfestival.com
 - Banner ad on festival website
 - Online event listings
- VIP Hospitality
 - Exclusive access for Two (2) back stage hospitality area
 - Private bathrooms
 - Full Catering Services
 - BBQ lunch
 - All day snacks
 - Beverages (beer/wine – nonalcoholic)
 - Tented with fans

- Expo Tent Activation
 - 10 x 10 space in expo village
- Tickets
 - 10 Festival tickets to be given out to staff, customers, clients
- Minimum of Four (4) promotional spots to be read during event

Patron Sponsor \$750

- Business Banner displayed on site fencing day of event
- Expo Tent Package
- Minimum of Two (2) promotional spots to be read during event
- Space in expo area for 10 x 10 booth to engage 6K + attendees
 - *(tent, table & chairs are NOT included in price, contact us for rental cost)*
- Listing on BBQ Blues & Bluegrass Festival website – www.decaturbbqfestival.com
 - 4 Festival tickets

Supporting Sponsor \$500

- Business Banner displayed on site fencing day of event
- Minimum of Two (2) promotional spots to be read during event
- Logo hyperlink on BBQ Blues & Bluegrass Festival website – www.decaturbbqfestival.com
 - 4 Festival tickets

Expo Booth-Businesses (for profit) \$325

- Space in expo area for 10 x 10 booth to engage 6K + attendees
 - *(tent, table & chairs are NOT included in price, contact us for rental cost)*
- 2 Festival tickets

Expo Booth-Artists & Non-profits \$225

- Space in expo area for 10 x 10 booth to engage 6K + attendees
 - *(tent, table & chairs are NOT included in price contact us for rental cost)*
- 2 Festival tickets

Logo: Title, Presenting, Stage, T-Shirt & Expo Sponsors, please send your art to Michael Vajda at mvajda@synertiapartners.com

Format: vector art (Illustrator .ai or EPS file with all art made vector/turned into outlines) Or, jpeg at 10" wide @ 200-300dpi in RGB format.

