



19th annual
DECATUR
BBQ
Blues & Bluegrass
FESTIVAL

August 10, 2019 Decatur, GA

For More information about Sponsorship Opportunities and custom packages, contact:

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Market your brand and Join the fun !

Decaturbbqfestival.com

Event Overview



The 19th annual Decatur BBQ Blues & Bluegrass festival will be held Saturday, August 10th, 2019. Once again we will bring the sights, sounds, and smells of classic southern BBQ from metro Atlanta staples along with 7+ hours of original live blues and bluegrass music from aspiring and accomplished local/regional/and national acts to Decatur, Georgia in the heart of Oakhurst. This is a family friendly event that is fun for all ages

The Decatur BBQ Blues & Bluegrass Festival hosts over 6000 devoted attendees each year, many of whom have attended with their families for the past 18 years. 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. Please contact us today so that we can learn about your marketing goals and customize a partnership designed to meet your specific goals.

Festival Facts:

- Attendance – one day event with approximately 6k people throughout the day
- History – 2019 will mark the 19th consecutive year of this Decatur, GA institution

City of Decatur, GA Demographics:

Oakhurst Neighborhood – The Oakhurst community is vibrant, diverse and home to a variety of local businesses, public parks, a community garden, a wonderful school system and a strong community lead by a history of volunteerism through the Oakhurst Neighborhood Association.

2015 Estimate

Population	21,957
Average household size	2.38
Households	7,987
Average age	35.9
Median household income	\$77,202
Average price of single family homes	\$350,400

Media

The festival enjoys a robust amount of organic and paid media coverage from local, state, and national publications, and media outlets in TV, Radio, Print, Online, Blogs, and Influencers

Television:

- CBS 46

Radio:

- WIGO-AM 1570
- 90.1 WABE National Public Radio

Print:

- Atlanta Journal-Constitution (daily metro Atlanta newspaper)
- Creative Loafing (weekly lifestyle publication)
- Living InTown Magazine
- Jezebel
- INsite Atlanta
- Atlanta Magazine

Online and Social Media:

- Yelp
- Atlanta Journal-Constitution
- INsite Atlanta
- Atlanta Buzz
- Decatur Metro
- Decaturish
- Atlanta Real Estate Forum.com
- Access Atlanta





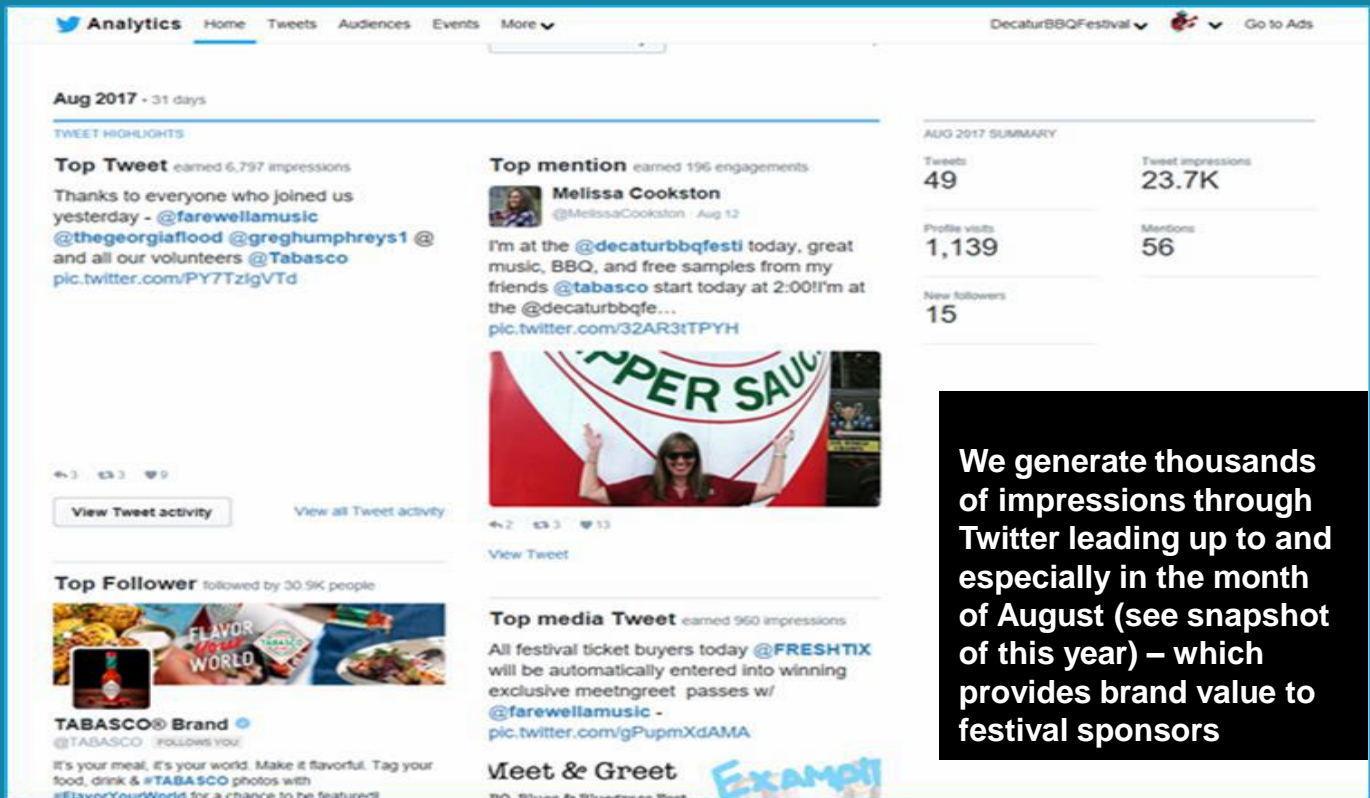
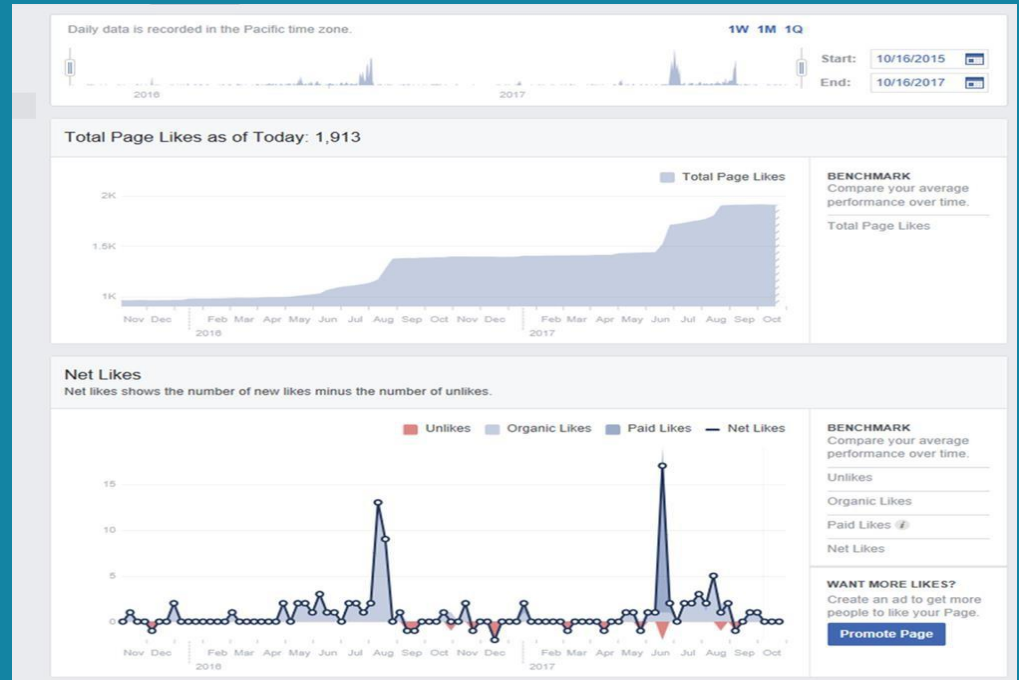
**Social Media /
Analytics**

Decaturbbqfestival.com

Social Media

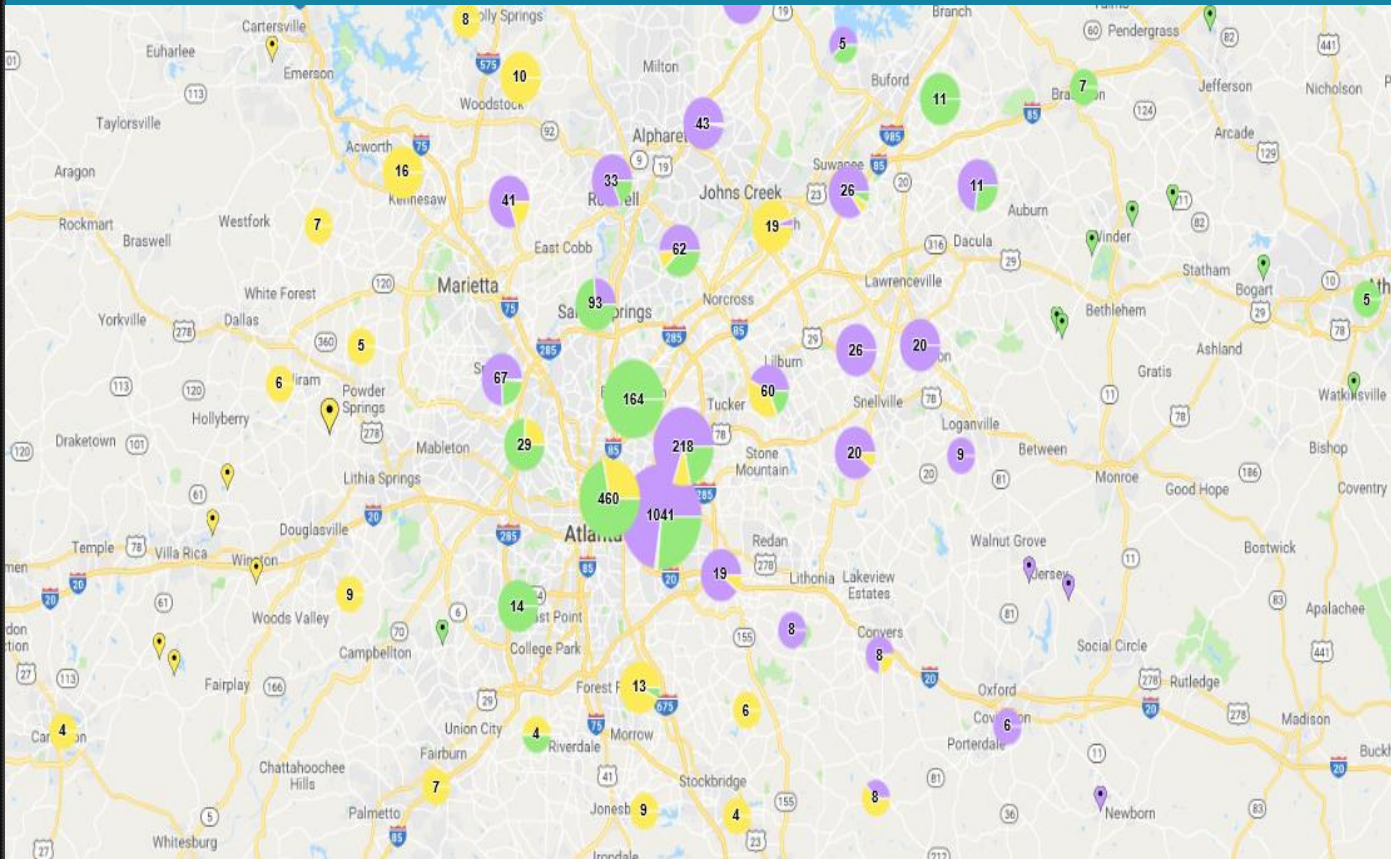


Our Facebook page has more than doubled since 2014 we are now over 2000 organically grown followers and growing - the bulk of our engagement happen in the July – September window – however we provide content year round.



We generate thousands of impressions through Twitter leading up to and especially in the month of August (see snapshot of this year) – which provides brand value to festival sponsors

Where are our Ticket buyers coming from



- The bulk of our attendees are from Inside the perimeter but as illustrated a good number roughly **42%** are from outside the perimeter
- Diving down further the festival is drawing from all parts of in town Atlanta
 - ***Only 24%** of our attendees in 2015-2018 came from the 30030 zip code

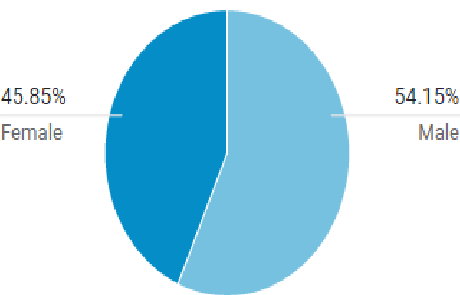
Website

Website

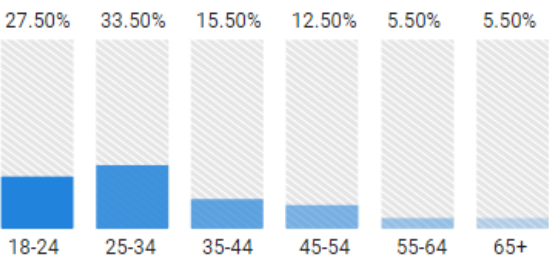
Our Website is performing well with expected engagement peaking in July and August

Bounce rate - 67%
Page Views – 51,000
Avg. session duration – 1:21
61% of web traffic – (18-34 age group)

Gender 100% of total sessions



Age 100% of total sessions



Interest Category 100% of total sessions



2019 Sponsorships



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- 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 – **SOLD**



Main Stage Sponsor (4) \$4500

- 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.decaturbbgfestival.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



Official Beer Sponsor \$5000



- Logo incorporated into main 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 for festival channels
 - Facebook - 2000 + followers
 - Twitter – 540 followers
 - Instagram
 - www.decaturbbgfestival.com
 - Online event listing
 - Custom Branding
 - Will find agreement with key marketing executive to be shared on social media channels
- VIP Hospitality
 - Exclusive backstage hospitality area
 - Complimentary valet services
 - Complimentary valet services
 - Complimentary valet services
 - All day snacks
 - Beverages (beer/wine – nonalcoholic)
 - Tented with fans
- Expo Tent Activation
 - Agreed upon activation space in expo village
- Tickets
 - 20 Festival tickets to be given out to staff, customers, clients
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VIP Suite \$6000



- Private / Custom VIP House (50) for corporate entertaining and client hospitality
 - Fully catered throughout day
 - Food / Beverage
 - Air Conditioned
 - Private bathroom
- Category Exclusivity & Protection
- Primary Logo position within all internal and external branding and communication
- Print Advertising / Collateral
 - Posters (200)
 - Event Welcome banner
- Digital – Social Media Advertising
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Cool Zone Sponsor \$1750



- 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
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 - Banner ad on festival website
 - Online event listings
- VIP Hospitality
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 - 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



Brand Exclusivity

Primary position within all internal and external branding and communication

Print Advertising / Collateral

- Posters (200)
- Event Welcome banner

Digital – Social Media

Advertising

- Agreed upon advertising strategy through festival channels
- Promotional materials and growing
- bbqfestival.com
- Promotional on festival website
- On 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

SOLD



Volunteer T-Shirt sponsor - \$1750



- Only Logo displayed on the back of 150 t-shirts worn by volunteer staff throughout day of event and throughout the year
- Opportunity to hang banner in high traffic area along perimeter fencing or on secondary stage (Festival will work with sponsor)
- Logo on Festival banner to be hung for 30 days preceding festival in Harmony Park
- Logo on Posters (200)
 - Distributed throughout Decatur area
- Minimum of Two (2) promotional spots

Digital / Social Media Advertising

- Logo & hyperlink on festival website www.decaturbqfestival.com
- Online event listings

VIP Hospitality

- Exclusive access to VIP hospitality area
 - Private bar
 - Full menu
 - BBQ
 - All day
 - Beverage (beer/wine – nonalcoholic)
 - Tented with fans

Tickets

- 20 Festival tickets to be given out to staff, customers, clients





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

7 Left

Expo Booth-Businesses (for profit) \$350

- 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 \$250

- 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





Custom Mobile Channel Sponsorship (NEW)





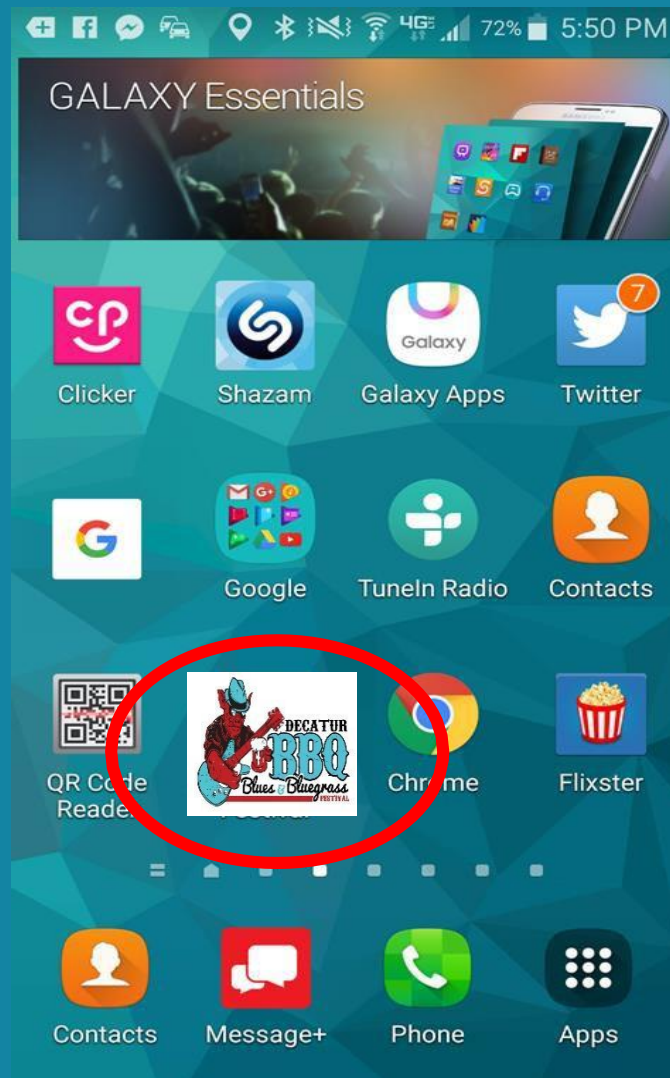
Mobile Channel Sponsor

Exclusive Mobile Channel sponsor connects Decatur BBQ festival attendees with all the festival information they want – on demand, when they need it via their smart devices

Designed for how we use mobile - no pinching fingers to zoom
Viewable on any device - desktop, phone or tablet - so you reach 100% of your online users

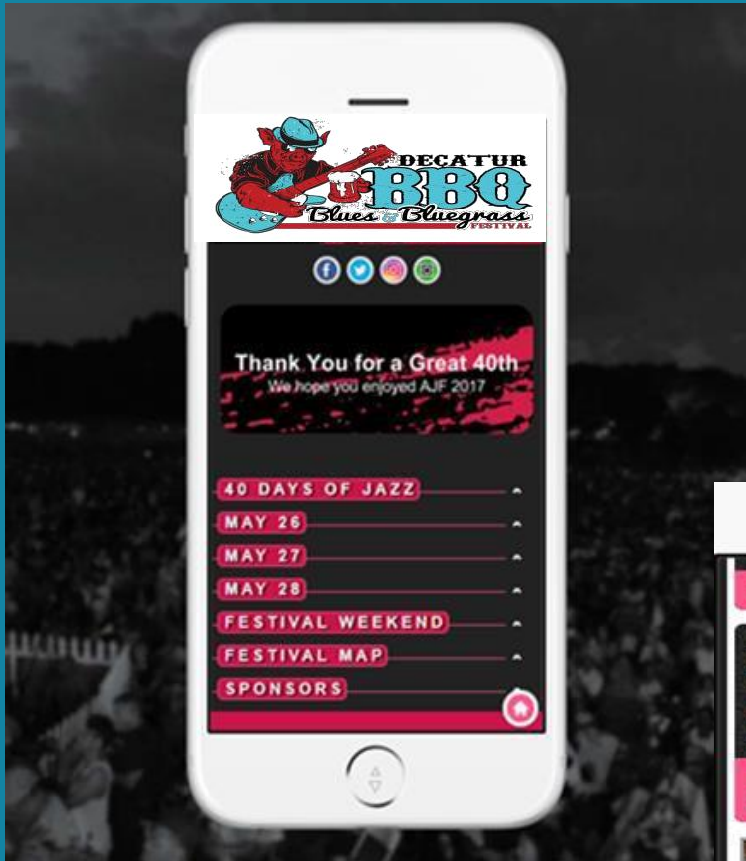
Accessible through a web address and QR code

Looks like other apps on phones, but takes up NO space on the device





Sponsor would enjoy branding, special announcements, links to websites, company or content videos and more



Sponsor can collect consumer data, and analytics for future email campaigns and content distribution

- We can include any questions organizers or sponsors want
- Hit submit and the information is saved to a Google Drive or Survey Monkey account
- Helps sell more sponsorships with access to people's information





In addition to Mobile App sponsorship the following benefits are also part of this overall package

- Exclusive Mobile App sponsor
- Primary position within all internal and external branding and communication
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Package - \$5000