



**August 11, 2018    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](http://Decaturbbqfestival.com)

# Event Overview



The 18th annual Decatur BBQ Blues & Bluegrass festival will be held Saturday, August 11<sup>th</sup>, 2018. 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 17 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 – 2018 will mark the 18th 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





## 2018 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 – please contact us to discuss this partnership level





## Custom Mobile Channel Sponsorship (NEW)





## Mobile Channel Sponsor

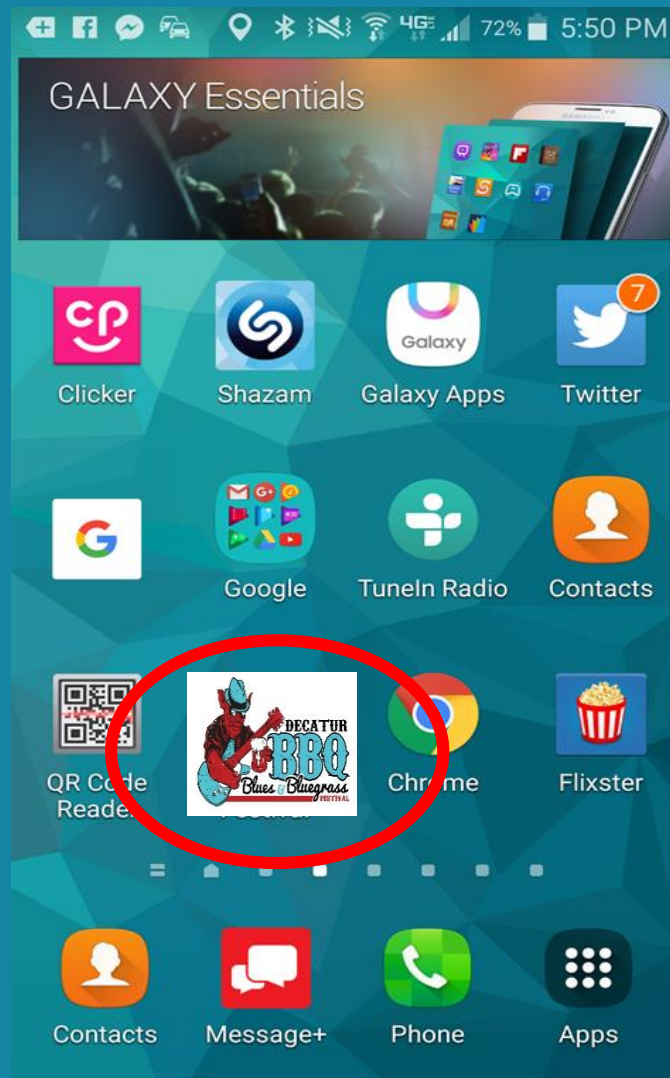
Exclusive Mobile Channel sponsor connects Decatur BBQ festival attendees with all the festival information they want – on demand, when they need it via their smart devices

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

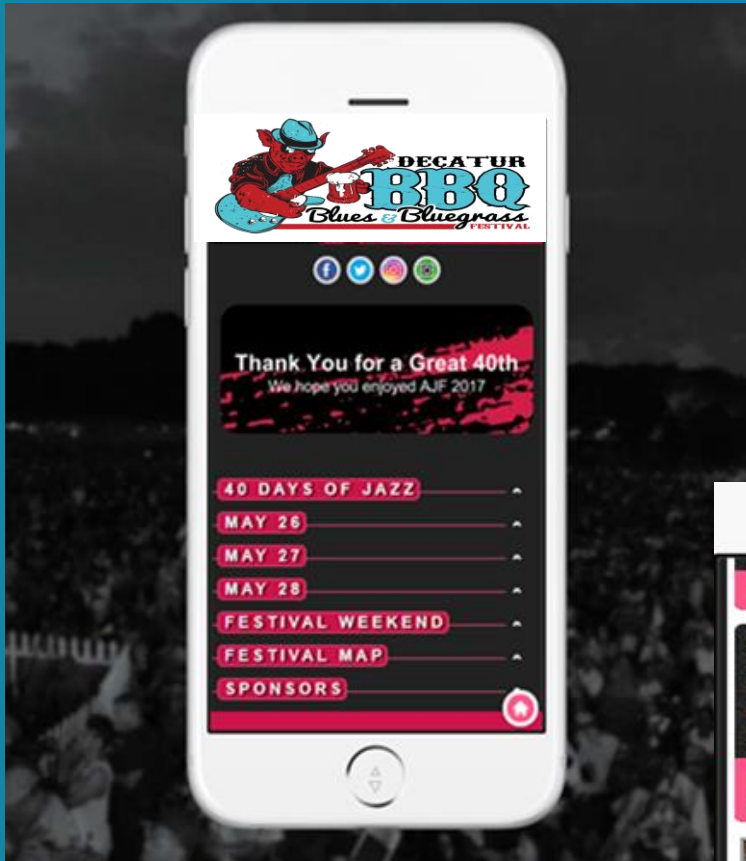
Looks like other apps on phones, but takes up NO space on the device





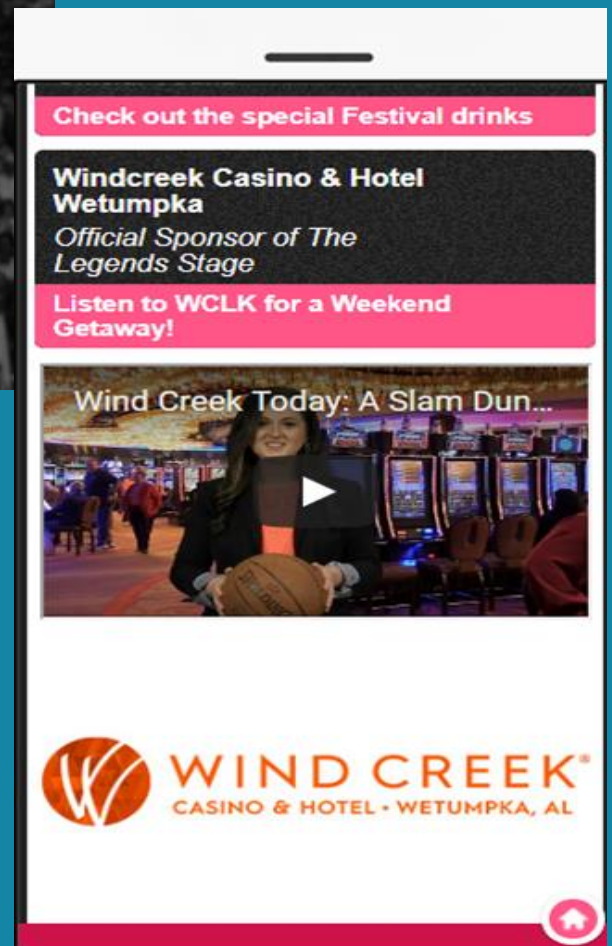


Sponsor would enjoy branding, special announcements, links to websites, company or content videos and more



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
- 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](http://www.decaturbbqfestival.com)
  - 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
- Tickets
  - 10 Festival tickets to be given out to staff, customers, clients
- Minimum of Three (3) promotional spots to be read during event

Package - \$4000