



# CREATIVE IDEAS FOR SPONSORSHIP

Amy Doherty

# Amy's steps for success

- **Start early!** Some bigger businesses want proposals a year in advance! Depending on their budget year, AND when your festival falls, you may need to be ready 14 months in advance of your event!
- **Don't be too rigid on sponsorship levels and pricing.** Listen to their budget needs and see what can work for both of you!
- **Don't undervalue your offerings!**
- **Go back to the “no's” of the past** – maybe it wasn't right that year but now is better?
- **Don't write off the “little” sponsors.**
- **Anyone could upgrade** – maybe you just need to ask!

# SPONSORSHIP LEVELS

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. Town Center Park welcomes approximately 55,000 people every year for this community-favorite event!

## 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

\$750

## 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

\$2,250

## GOLD SPONSORSHIP

Same benefits as listed for Silver Sponsorship, plus:

- Double booth space (as requested)
- 1/4 page advertisement in special Suwanee Magazine pull-out section
- Logo on banner at the stage
- Four parking passes
- Presence on website and Social Media

\$3,500

## PLATINUM SPONSORSHIP

Same benefits as listed for Gold Sponsorship, plus:

- 1/2 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

\$6,000

## PRESENTING SPONSORSHIP

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

# Basic "leveled" sponsorship:

Presenting  
Platinum  
Gold  
Silver  
Bronze

# What do you get at each level? Is there value to go “up” to the next level?

- **Booth space** - Limit booth size unless the level goes up – Silver sponsors get a 10 by 10 space. Want a 10 by 20? That cost MORE and is another level of sponsorship!
- **What do you provide?** Tent? Tables? Chairs? Electricity?
- **Advertisement in festival brochure.** The higher the level, the larger the ad!
- **Parking passes or entry tickets** – the larger the level, more available or a discounted price over a set amount.
- **Website listing – link to website or even logo on website** – request your event logo or listing on their website. Again, higher level of sponsors should get “more” even on the event website.
- **T-shirt or logo placement on the shirt** – only at highest levels!
- **Do you offer exclusivity?** Do you limit the number of a certain level or for certain types of sponsors?



# Targeted sponsorship:

## What costs YOU money *versus* what is important to the sponsor.

\*Booth space

\*banner placement

\*giveaways

\*contest

\*social media



### Suwanee's Special Event Opportunities for Businesses

The City of Suwanee hosts over forty events each year in Town Center Park. While some events are organized and planned by other groups, the City still manages and plans about 15 events per year. Often, businesses and organizations want to participate in these events to market to attendees. Below is a list of events the city will organize in 2016:

4/1	Food Truck Friday	8/5	Food Truck Friday (SYL leading)
4/16	Suwanee's Big Cheesy	8/6	Movies Under the Stars – Double Feature
		8/13	August Concert and Wing Fest
5/6	Food Truck Friday (Night of Jazz)	9/2	Food Truck Friday
5/27	Red, White, Bluegrass and Bach	9/10	Suwanee Fest Run
6/3	Food Truck Friday	9/11	Remembrance Day (9/11) event
6/4	Movies Under the Stars – Double Feature	9/17-18	Suwanee Fest
7/23	Movies Under the Stars – Double Feature	10/29	Trek or Treat (Suwanee Creek Park)
		12/2	Jolly Holly Day

**What can we do?** Depending on what is important to YOUR marketing plan, we will be happy to work with you and create a fun marketing program. Below is a list of *possible* brand building ideas that can be done at Suwanee Events. Please review and let us know what is IMPORTANT to you: (check all that apply)

- ☐ Booth at event
- ☐ Banner placement at stage or other area
- ☐ Presenting Sponsorship
- ☐ Branded Giveaways specific to event
- ☐ Bag Stuffers
- ☐ Fun/creative supporting event ideas (providing prizes or social media support of pre-event ideas or onsite – photo scavenger hunts, trivia contest, photo booths, wi-fi hot spots, ATM machine placement, etc.)
- ☐ Other city printed/digital materials (logo in advertising, postcards, newsletter, website, social media)
- ☐ Public Art Supporter

What's your marketing budget for these events? Over 12 months \_\_\_\_\_

Marketing Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please email or send completed form to Amy Doherty, [adoherty@suwanee.com](mailto:adoherty@suwanee.com). Or call 770-945-8996 for more details.

Movie Night reserved seating, slides, booth & a banner at the stage:





# “Selling” a sponsorship to help cover costs



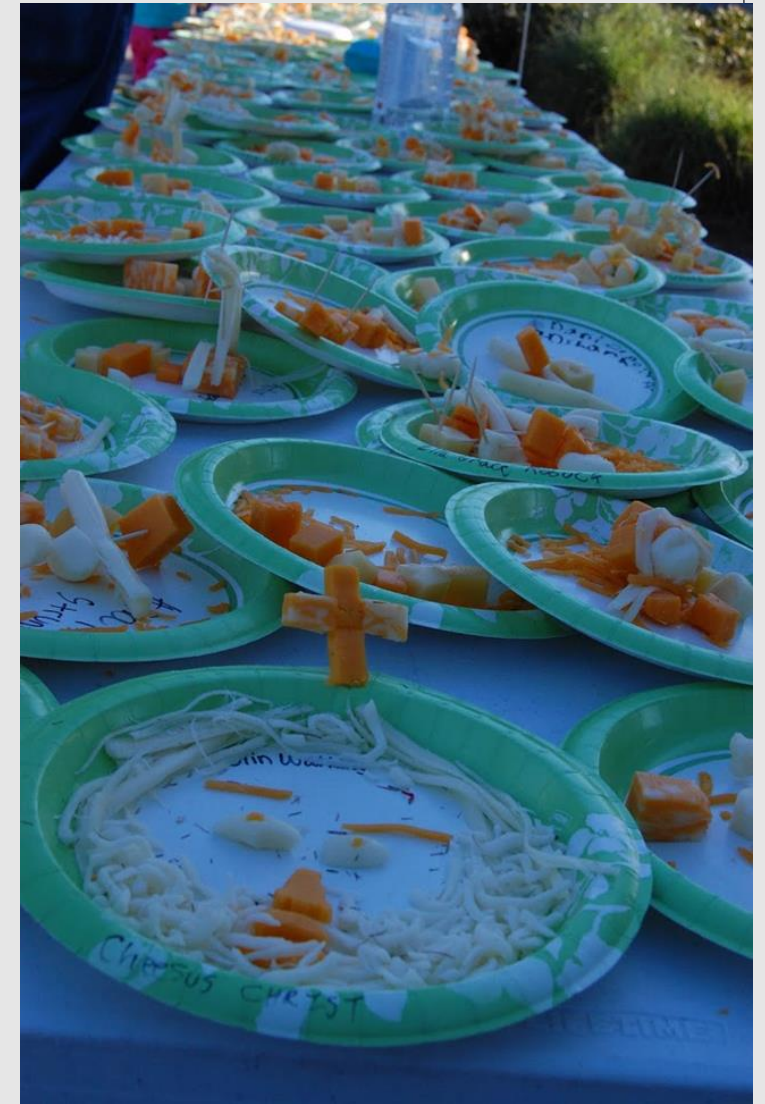




# Things you can sell to sponsors that you are using at your event:

- Wi-fi
- Bus or shuttle stops/parking
- Sponsor meals or hospitality
- Areas of the event – children's area sponsor, parade sponsor, entertainment sponsor, etc.

Sponsor to pay for  
cheese for carving,  
cheese for cheese  
sculpting and even  
cheese carver!





YES! There are professional cheese carvers!









Oops – we can't be there, a TRUE story!



# Sponsor sampling – with Recess.is

The image shows a screenshot of the Recess.is website. The top navigation bar includes the Recess logo, links for Search Events, List An Event, Pricing, How Recess Works, Resources, Refer a Friend, Log In, and Sign Up. The main headline reads: "Helping brands acquire customers via event and venue partnership at scale". Below this, a sub-headline states: "Discover, execute, and measure experiential partnerships with thousands of events and venues using a single platform." A form for "Business email" and a "Get Started" button are present. An inset image shows a detailed view of the "Sunset Drive-In" event listing, which includes details about the event, pricing, and a "Book Now" button. A "Feedback" button is visible on the right side of the inset. A chat bubble is located at the bottom right of the main page.

Home - RECESS | Discover & Book

recess.is

recess

Search Events List An Event Pricing How Recess Works Resources Refer a Friend Log In Sign Up

## Helping brands acquire customers via event and venue partnership at scale

Discover, execute, and measure experiential partnerships with thousands of events and venues using a single platform.

Business email [Get Started](#)

**Sunset Drive-In**

10/10/2020 - 10/10/2020 10:00 AM - 10:00 PM  
Sunset Drive-In  
\$1,250.00

**Weekday Twin Drive-In**

10/10/2020 10:00 AM - 10:00 PM  
Weekday Twin Drive-In  
\$1,500.00

**Concerts In Your Car**

10/10/2020 10:00 AM - 10:00 PM  
Concerts In Your Car  
\$5,000.00

**Marley Drive-In**

10/10/2020 10:00 AM - 10:00 PM  
Marley Drive-In  
\$500.00

**Feedback**

Hi there, welcome to Recess! Let me know if I can help answer any questions.



# Suwanee Fest and Takis Chips



Recess

app.recess.io/offers/612fc32fc12b360007f566b3

adoherly@suwanee.com

recess

Dashboard

Events

- Published
- Draft
- All Events

Offers

- Accepted
- Pending

ADD NEW EVENT

♥

Takis Waves

Dive into an ocean of intensity with Takis® Waves; the thick-cut, extra-wavy potato chip that combines the raw intensity of Takis with wildly fierce flavor and supremely satisfying crunch.

Food Multi Serving

Item: 8oz Bags of Takis Waves

Activate our brand by distributing 19200 8oz Bag of Takis Waves.

✈

Food Multi Serving Handout

Organizer delivers 1 food multi serving item to each person.

\$

Value of In-Kind Product Provided

\$76,608.00

#

Quantity of Product To Distribute

19200

## How it worked...





## How it worked...



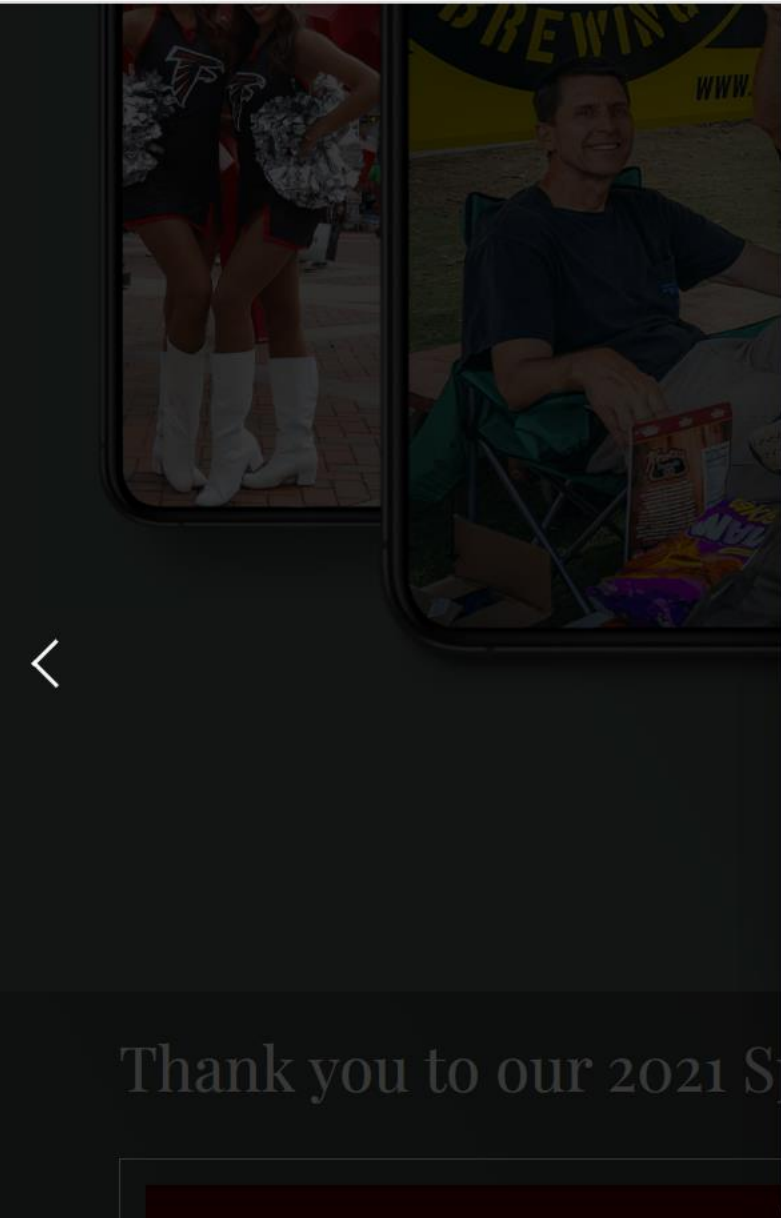


# How do I set sponsor pricing?

- Value of the event – if you are selling out too quickly, you are NOT charging enough!
- You should go up in pricing every few years as the event attracts more attendees!
- What can you include to make it easier on the sponsors (tent, table chairs, meal delivery – but make sure the expenses are covered in the pricing!)

# What is the VALUE of what you offer?

- Know your attendees! Sell that – do an economic impact study and then you have that to SELL. How far are attendees coming? How old are they? How long do they stay? How many people are they bringing? Age? Kids? Education level? How much did they spend?
- Are you tracking information to offer and report on the return on investment (ROI) to sponsors? Share data and metrics you can collect like attendee count, google analytics on website traffic and social media



**SPONSORSHIP DEADLINE IS JULY 31, 2022  
CONTACT US TODAY  
AND GET INVOLVED  
WITH SUWANEE FEST 2022!**

**WHAT DO SUWANEE FEST ATTENDEES LOOK LIKE?**

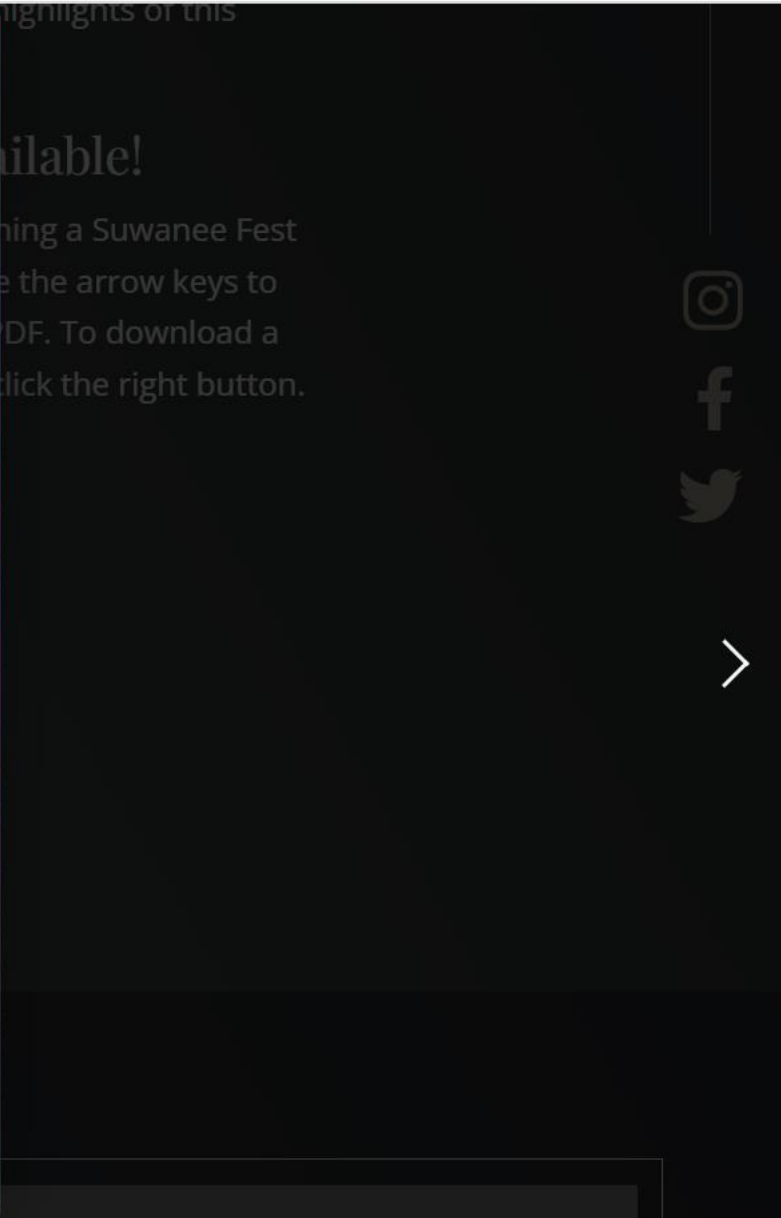
\*On-site Economic Impact Study Report 2017 chandlerthinks.com

<b>62%</b> of attendees travel less than <b>20 miles</b> to the event	<b>50%</b> of attendees are age <b>25-44</b>
<b>98%</b> of attendees plan to return <b>next year</b>	<b>75%</b> of attendees are <b>married</b>
<b>45%</b> household income <b>\$100,000+</b>	<b>70%</b> of attendees are <b>female</b>

**CONTACT:**  
**AMY DOHERTY**  
CITY OF SUWANEE  
EVENTS & OUTREACH MANAGER  
• 770-945-8996  
• [adoherty@suwanee.com](mailto:adoherty@suwanee.com)

<b>PAUL BEAVIN</b> SUWANEE FEST PLANNING COMMITTEE • <a href="mailto:paulhd@charter.net">paulhd@charter.net</a>	<b>RICK KERN</b> MIXIT MARKETING • 404-992-2506 • <a href="mailto:rick@mixitmarketing.com">rick@mixitmarketing.com</a>
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330 TOWN CENTER AVENUE  
SUWANEE, GA 30024  
(770) 945-8996





# Low and no-cost value to sponsors:

- Social media SHOUT outs!
- Snack wagon and cold water!
- Easy load-in and clear instructions!
- Special parking near by (if available).
- Stage announcements or interviews (announce prize drawing winners for big prizes)
- BINGO game with prizes.
- High traffic booth location.

# It's not just about setting up a booth...

- Make sure you know what your sponsor is doing to “activate” their space. Are they giving away things? What are they giving away – make sure it doesn't interfere with what could be sold at your event. We don't let sponsors face paint, give away water or popcorn or other food.
- What are they doing to engage people at their booth?
- How will they define success for the event?
- Keep in mind they will most likely be paying employees, buying giveaways or prizes. If your price is too high, they can't afford to properly be PRESENT at the event.







# TRADE versus PAID

- Often, there are items or services that sponsors can trade you for that would have cost money. You may trade for that VALUE – but make sure it benefits BOTH parties!
- Trade for onsite first aid/medical service with a doctor's office or emergency clinic.
- Trade for water, snacks or meals with a wholesale club or restaurant.
- Trade for electrical service, rentals and carts.
- Trade for printing services (posters, signs or banners).
- Trade for radio, tv, or print coverage

# Once you have them, how do you keep them?

- Report back after the event with any data you can share!
- Ask them for feedback via phone, email or a survey! If they LOVED it, use their endorsement on social media or next year's website or brochure!
- Send thank you notes or small gifts! (photo book, certificates, themed gifts)
- Public recognition via social media, council meeting, newspaper, magazine or newsletter.
- Nominate them for awards for "Sponsor of the year" with organizations like SFEA, STS, etc.



Sponsors



## GOLD



ATLANTA FALCONS



Your Banking Partner for Success



North Atlanta  
Primary Care



## SILVER



CAMP GLADIATOR





# Gifts and recognition

- **Make sure you get photos of your sponsors at your event – but think about what they look like – DON'T get empty booth photos! Make a photo book as a gift.**
- **If you didn't get photos, ask the sponsor to share some with YOU.**
- **Use the photos on social, photo books or event in an email to thank them.**
- **Recognize sponsors with “awards” that don't cost you lots of money – Festival Spirit award – Best in Show – Parker's choice award!**
- **Social media thank you BEFORE, during and after the event!**

**Best in Show:  
Decorated in theme  
Super interactive!  
Having the MOST fun!**




**Parker's Choice:  
Sponsor appreciation  
Multiple year sponsor**









# THANK YOU!




Suwanee Fest continues to grow and exceed expectations every year thanks in large measure to the generous community-minded businesses and organizations who sponsor the festival. Our sincere appreciation to these businesses who are our awesome Suwanee Fest 2021 sponsors:





PRESENTING

# SYMPHONY




AT SUWANEES CREEK


PLATINUM
















This photo is from a post. [View post](#)

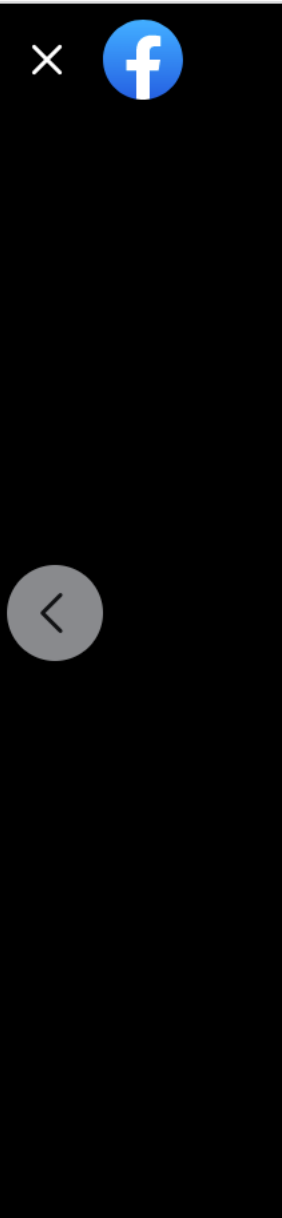
**City of Suwanee, Georgia - City Hall**   
September 18, 2021 · 


 1

 Like  Comment  Share 

 You're commenting as Amy Knight Doherty.





# THANK YOU!

## GOLD

Atlanta Falcons  
CBD American Shaman  
Friday Health Plans  
Kennon Heating & AC

Level Minds CBD  
North Atlanta Primary Care  
Quantum Bank  
Road Atlanta

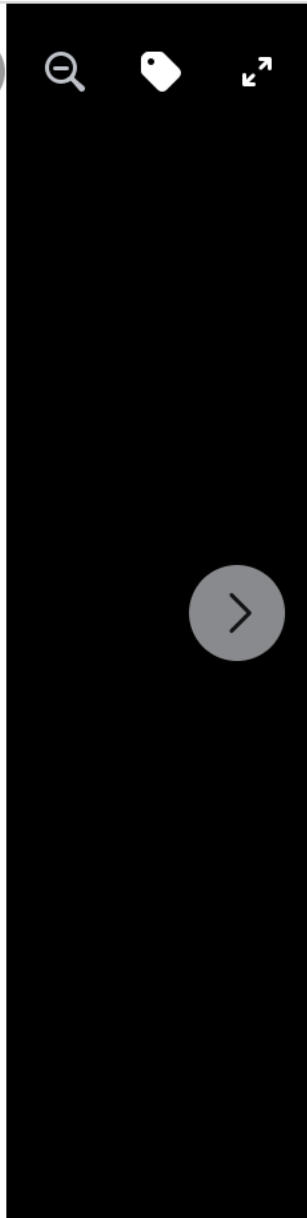
## SILVER


AKA Tree Service  
Align Life Chiropractic  
Atlanta Gladiators  
Camp Gladiator  
Code Ninjas  
Free Chapel  
JP & Associates Realtors  
Leaf Filter

Mitsubishi Electric Cooling & Heating  
Monkey Wrench Brewing  
Northside Hospital  
Pre-Press 2 Printing  
Power Home Remodeling  
Smile Doctors  
Suwanee Dental Care  
True Source Chiropractic

## FRIEND

Delta Community Credit Union




**City of Suwanee, Georgia - City Hall**  
September 18, 2021 · 🌐





Janis Beavin and 2 others

Like

Comment

Share

 Write a comment...



 You're commenting as Amy Knight Doherty.

# Public Recognition – council meeting





# How to lose a sponsor in 7 ways!

- Allow too many sponsors into the event – are you a festival or a business expo!
- Have too many of the same type of sponsor. Do you really need 6 banks or home improvements at an event?
- Allow sponsors to give away what your vendors are selling – water, “food” or cold treats!
- Make set-up and load out difficult as possible!
- Over promise and under deliver! Make sure they get everything you promise them they will get as a sponsor!
- Don't recognize or thank them!
- Assume they are coming back and don't ask early enough for them to make good decisions.
- Let them just set up a tent and table and not engage!

# Questions? Problems to discuss?

**Amy Doherty**

**Events & Outreach Manager**

**City of Suwanee**

**[adoherty@suwanee.com](mailto:adoherty@suwanee.com)**

**Thank you!!**