



# 2015 Geranium Jam Sponsorship Packet

Dear Potential Sponsor,

McDonough Hospitality & Tourism, McDonough Main Street Program and the City of McDonough present the 2015 Geranium Jam on Saturday, May 16, 2015 from 7:00pm until 10:00pm at Alexander Park in McDonough. The event, which takes place after the conclusion of the 38th Annual Geranium Festival, will allow festival goers to stay in McDonough instead of leaving the City after the festival.



The 2015 Geranium Jam will serve as a fundraiser for two very special causes. Proceeds from the event will go towards a local veterans organization to assist wounded veterans. Proceeds from the event will also go towards the McDonough Main Street Program to assist in beautifying downtown McDonough.

We would like to you invite your business to be a valued event sponsor and community partner for the 2015 Geranium Jam. Sponsorships range in commitment level and in-kind contributions can be included in the package. To indicate your

interest in becoming a sponsor, please complete the attached application and submit it with the appropriate fee. Acceptable forms of payment include cash, company check, cashier's check, and money order made payable to McDonough Hospitality & Tourism. No personal checks, please.



**Contact:**

Christy Collier—(678) 782-6233 or [office@tourmcdonough.org](mailto:office@tourmcdonough.org)

Lauren Singleton—(678) 782-6232 or [lsingleton@mcdonoughga.org](mailto:lsingleton@mcdonoughga.org)



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## Platinum Sponsor \$10,000

- Event naming rights for the 2015 Geranium Jam.
- Business representative to officially kick-off the event and welcome attendees at the event.
- Opportunity for business representative(s) to meet and greet any artists and/or performers.
- Prominent business logo placement on event stage banner.
- Prominent business logo placement on all event banners.
- Prominent business recognition on the event sponsor listings.
- Prominent business recognition on ALL event advertising and promotional materials.
- Two Business promotional booths at the events.
- Two complimentary reserved VIP tables in front of the stage for your business. (Each table seats 10 people.)
- Prominent business recognition on ALL McDonough Hospitality & Tourism Social Media (over 9000 followers).
- Prominent business recognition on ALL Main Street Program and City of McDonough Social Media (over 9000 followers).
- Prominent business recognition on ALL Main Street Program event e-blasts (over 3000 subscribers).
- Opportunity to distribute promotional items to event goers.
- Opportunity to leave flyers, brochures and other promotional material at the McDonough Welcome Center throughout the year.

## Gold Sponsor \$8,000

- Opportunity for business representative(s) to meet and greet any artists and/or performers.
- Business recognition on the event sponsor listing.
- Business recognition on event stage banner.
- Business recognition on ALL event advertising and promotional materials.
- Two business promotional booths at the events.
- Two complimentary reserved VIP tables in front of the stage for your business. (Each table seats 10 people.)
- Business recognition on ALL McDonough Hospitality & Tourism Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program and City of McDonough Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program event e-blasts (over 3000 subscribers).
- Opportunity to distribute promotional items to event goers.
- Opportunity to leave flyers, brochures and other promotional material at the McDonough Welcome Center throughout the year.

## Silver Sponsor \$5,000

- Opportunity for business representative(s) to meet and greet any artists and/or performers.
- Business recognition on the event sponsor listing.
- Business recognition on event stage banner.
- Business recognition on ALL event advertising and promotional materials.
- Two business promotional booths at the event.
- Two complimentary reserved VIP tables in front of the stage for your business. (Each table seats 8 people.)
- Business recognition on ALL McDonough Hospitality & Tourism Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program and City of McDonough Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program event e-blasts (over 3000 subscribers).
- Opportunity to distribute promotional items to event goers.

## Bronze Sponsor \$3,000

- Business recognition on the event sponsor listing.
- Business recognition on ALL event advertising and promotional materials.
- One business promotional booth at the event.
- One complimentary reserved VIP tables in front of the stage for your business. (Table seats 8 people.)
- Business recognition on ALL McDonough Hospitality & Tourism Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program and City of McDonough Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program event e-blasts (over 3000 subscribers).
- Opportunity to distribute promotional items to event goers.



# 2015 Geranium Jam Sponsorship Packet

## Host Sponsor \$1,000

- Business recognition on the event sponsor listing.
- Business recognition on ALL event advertising and promotional materials.
- One business promotional booth at the event.
- Six complimentary event tickets for your business.
- Business recognition on ALL McDonough Hospitality & Tourism Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program and City of McDonough Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program event e-blasts (over 3000 subscribers).

## Patron Sponsor \$700

- Business recognition on the event sponsor listing.
- One business promotional booth at the event.
- Four complimentary event tickets for your business.
- Business recognition on ALL McDonough Hospitality & Tourism Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program and City of McDonough Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program event e-blasts (over 3000 subscribers).

## Participating Sponsor \$400

- Business recognition on the event sponsor listing.
- One business promotional booth at the event.
- Two complimentary event tickets for your business.
- Business recognition on ALL McDonough Hospitality & Tourism Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program and City of McDonough Social Media (over 9000 followers).
- Business recognition on ALL Main Street Program event e-blasts (over 3000 subscribers).

## Exhibiting Sponsor \$100

- Business recognition on the event sponsor listing.
- One business promotional booth at the event.

## Sponsor Booth Regulations

1. Spaces are assigned on a first-come, first-served basis. If you require special accommodations due to a disability, please contact one of the event representatives.
2. Sponsors can set up no earlier than 2.5 hours before the event on the day of the event. Set-up must be completed 30 minutes before the event is scheduled to begin. Each sponsor will have a pre-assigned space for their tent(s). All tents must be cleared immediately after the event and no later than 2 hours after the event.
3. After unloading for set-up, all vehicles must be moved to the vendor parking area before setting up any tables, tents, chairs, etc. There is no RV parking or overnight parking allowed.
4. Sponsors are responsible for their own booth set-up and clean-up.
5. **Sponsors must provide their own tents, tables, chairs, electricity, etc.** Spaces are 10'x10'.
6. **Electricity will not be provided.** Sponsors will need to provide their own generator if electricity is needed. Sponsors must also provide their own extension cords and power strips.
7. Police, Fire, and EMT support will be provided; however, event organizers are not responsible for any stolen, damaged or missing items.
8. No refunds will be given once your agreement has been accepted. Assigned booth spaces are final. You must register with event staff the day of the event. After you have completed registration, you may proceed to your assigned booth space.
9. Sponsors are responsible to collect and properly bag trash within your sales location.
10. Booths must remain set up until the event is over. Sponsors are responsible for providing or arranging for all necessary labor in unpacking, erecting, dismantling and re-packing displays. Event staff is not available to assist with set-up or breakdown. You shall only store or display materials on appropriate surfaces of your booth and not in pedestrian aisles or on sidewalks.
11. The event will occur regardless of the weather. Be prepared for any kind of weather—sun, heat, wind, rain or cold. **The event will take place rain or shine.**
12. No refunds will be given for any cancellation whether caused by the sponsor or the City of McDonough or event organizers.

# 2015 Geranium Jam

## Sponsor Application

Please fill out and return this application to McDonough Hospitality & Tourism.

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Please check the sponsor level you are interested in for the 2015 Geranium Jam.

<input checked="" type="checkbox"/>	SPONSORSHIP LEVEL	AMOUNT
<input type="checkbox"/>	Platinum Sponsor	\$10,000
<input type="checkbox"/>	Gold Sponsor	\$8,000
<input type="checkbox"/>	Silver Sponsor	\$5,000
<input type="checkbox"/>	Bronze Sponsor	\$3,000
<input type="checkbox"/>	Host Sponsor	\$1,000
<input type="checkbox"/>	Patron Sponsor	\$700
<input type="checkbox"/>	Participating Sponsor	\$400
<input type="checkbox"/>	Exhibiting Sponsor	\$100
<input type="checkbox"/>	In-Kind Donation	

**Agreement:** I have read and agree to observe the event Rules and Regulations as stated in this application. Vendor shall indemnify and save harmless the City of McDonough, its officers, agents, servants and employees, from and against any and all claims, demands, actions, suits and any type of proceeding by others, and against all liability to others, arising from any and all allegations of negligence or willful misconduct of Vendor, its officers, agents, servants, employees and subcontractors, related in any way to the performance of the Agreement, including, but not limited to, any liability for damages by reason of or arising out of any failure of Vendor to secure proper licenses, bonds, insurance coverage for Vendor and the City of McDonough or the like, and against any loss, cost, expense, and damages resulting there from. Vendor expressly agrees that this duty of indemnification includes providing a complete defense to the City of McDonough and paying the City of McDonough's reasonable attorney's fees and expenses. Nothing contained herein shall be deemed to constitute a waiver by the City of McDonough of its governmental immunity.

**As a legal representative of the above business, I agree to pay the appropriate fee to McDonough Hospitality & Tourism.**

Printed Name: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Thank you for becoming a sponsor for the 2015 Geranium Jam. Please be sure to email your business's logo to the email address below.**

Mail or email this Agreement to:  
McDonough Hospitality & Tourism  
5 Griffin Street, McDonough, GA 30253, Attn: Christy Collier  
Email: [office@tourmcdonough.org](mailto:office@tourmcdonough.org)