



FAIRBURN

Situated to Succeed

Fairburn 2016 Sponsor Package



Thank you for your consideration in becoming a sponsor in this year's Fairburn Fall Festival. We are asking your support of our exciting annual tradition. The festival will be on Saturday, Oct. 1, 2016 in historic downtown Fairburn. Last year's festival during the pouring rain brought approximately 14,000+ people into the area. We expect to exceed that number this year by bringing in an amazing lineup of artists from many different musical genres, amusement rides, and an exotic petting zoo just to name a few items. The festival also includes food, arts and crafts vendors, and a number of free children activities. Thanks to the support from companies like yours, this festival continues to grow into a greater regional event each year.

There will be something for everyone to enjoy!

Once you have reviewed the attached materials, please contact us with which sponsorship opportunity you would like to participate in. We will appreciate any amount you can donate. Thank you for your time and we look forward to the beginning of a mutually beneficial partnership.

I have also attached a few photos from last year that will give you an idea of the crowd and fun!

Thank you again.

D'Avante' Parks

Event Coordinator
City of Fairburn

770-964-2244, ext. 133

Festival & Parade Overview

Fairburn Fall Festival & Parade

The Fairburn Fall Festival attained new levels of success in attendance by building upon our premier celebration. We have expanded on our unique “progressive festival & parade” business model, incorporating into our event a diverse array of “edu-tainment” – cross generational entertainment & educational programming that promotes strong community values, cutting edge culture, sustainable business practices and healthy living.

In a challenging business climate, the Fairburn Festival expanded, selling out over 52 sponsor and exhibitor booths while reaching all-time highs and record breaking attendance of over 14,000 people. Participating in the Fairburn Festival is a truly rewarding experience and a valuable business investment.



Past Performers

Past Performers & Grand marshals include:

Emmanuel Lewis, Chynne’ Simpson, The Mike Watson Band, The Atlanta Show Band, Kasper & The 911 Band; Mariachi Pepe

Lopez, Hunter Flannagan, The 2nd 2 None Band, The Great Georgia Air Show, Pastor Troy and Dem Franchize Boyz .

We value the quality and diversity of our recent sponsors:



Friends of the Festival

Smith, Gambrell & Russell
Stephens, Inc.
Fairburn Taxi
Gov't Tax Service
Mobile Mattress
Staff Builders Maintenance
Senior Retirement Solutions

Festival Highlights

Exhibitors & Vendors



We produce a wildly popular village marketplace, with a vast array of goods, products and services. One of the largest, most successful, vendor friendly events on the festival circuit, We have sold out two years in a row.

Band Performances



As one of the best music & cultural events in the South Fulton area, our performers are chosen for their commitment to and alignment with our down home values.

Kids Area



We feature a vibrant Kid's Area, Inflatables, Rock Climbing, Exotic Petting Zoo, Game Truck, Face Painting, Variety Shows, Cartoon and Mascot Characters and much more.

Arts & Crafts



We offer some of the finest handmade arts & crafts in the south. One of the highlights of the festival.

Car Show



For many years the car show has been a real treat at our festival. Featuring old school and the newest cutting edge technological innovations in the field of transportation.



Sponsorship Advantages

Maximize a return on your marketing dollars by becoming a sponsorship partner of the Fairburn Fall Festival! The format of the festival allows for a vast diversity of business integration. Test, sample or display a new business product or concept. Sponsor a particular area attraction, or event that appeals to your core area of interest to potentially increase the overall size and diversity of your current customer base.

Location

The Fairburn Festival is located right in the heart of downtown Fairburn, GA. A charming city that stretches from the bustling Highway 74 industrial corridor from the eastside of Campbellton-Fairburn Rd (Hwy 92) to the Westside. The city has experienced phenomenal growth in business, industry, and residential neighborhoods in recent years, yet Fairburn maintains a traditional small town atmosphere coupled with the sophisticated advantages of a nearby metropolitan area. Fairburn is just 25 minutes south of Atlanta, with easy access to interstate 85 and Hartsfield Jackson International Airport.

Parade route begins at the Fairburn Educational Campus, home of the Georgia Military College and Brenau College and travels down West Broad Street to the corner of West Broad Street & Church Street.

The Festival is held behind the Fairburn Stage and Courtyard. Surrounded by the intersection of Smith Street and Washington Street.

The Fairburn Fall Festival prides itself on the values, quality and diversity of its sponsors, performers, and the communities we serve.

Demographics

Families predominately from the local area, former citizens who return for this annual event, in addition to citizens from surrounding cities and counties come to enjoy the festivities. (Palmetto, Peachtree City, Union City Douglasville, Fayetteville, Newnan, College Park, East Point, Atlanta ... and more).



History

The festival has been occurring since the mid-1970s and was formerly called “Old Campbell County Homecoming”

Festival Elements Include:

- Parade
- Music throughout the day
- Vendors (Food, Arts & Crafts, Community Information)
- Free Children’s Activities
- Live Concert Performances
- & Much More

Previous Guest Dignitaries / Celebrities / Groups that participated:

- Congressman David Scott
- US Senator Donzella James
- US Representative Sharon Beasley Teague
- Commissioner John Eaves
- News Anchor Chynne’ Simpson
- Child Actor Emmanuel Lewis
- Alabama State University Marching Band
- Talladega College Marching Band
- along with other local High School Bands

PR & Marketing

In addition to the high-traffic, in-person branding opportunities are available as 20,000 festival attendees come in contact with your company! The Fairburn Festival comprehensive PR and marketing campaign employs leading traditional and news media outlets to reach an audience of over 20,000 individuals throughout the south eastern United States.

PR & Marketing Benefits

- Multi-tiered Internet promotion via our integrated web, email, newsletters and Fairburn Festival Online community reaching over 2 million users.
- Access to the Fairburn Events page with over 37,800 visitors.
- Participation in the largest and longest running event of its kind in the South Fulton area.
- Comprehensive marketing campaign featuring promotional opportunities via several custom advertisements in the South Fulton area's leading print, radio, ads and TV outlets as well as innovative web and social networking campaigns.

Print Promotion & Media

Our print materials are valuable marketing tools for sponsors. Utilizing direct distribution partnerships and professional marketing street teams, our materials are effectively distributed throughout the metropolitan and surrounding areas. We utilize direct mailing campaigns culled from our extensive in-house mailing lists, Chamber of Commerce, and other local business development agencies.

The Fairburn Festival also utilizes print media publications, South Fulton Neighbor; 85 South; Marietta Daily Journal and South Fulton Lifestyle Publication.

Internet Promotion

- Interactive promotional opportunities through our Events website (www.fairburnevents.com) including email registration, video, links and banner ads.
- Strategic marketing campaigns with numerous online media portals, Facebook, Instagram, Twitter, Events.com, jambase.com, SnapChat Periscope and many others.
- Our targeted email announcements reach a focused database of approximately 20,000 targeted users regionally.
- Web-links and integrations with 100's of sponsors, exhibitors, performers and allied organization's websites, newsletters and email blasts.
- News & Radio Community pages and paid ads.

PR Performance and Benefits

- Positive brand association with hundreds of consumers, cultural creatives and trendsetters in South Fulton Area of Georgia.
- Immediate and direct connection with over 20,000 attendees.
- Branding on thousands of posters, flyers, cards, programs and media releases distributed.
- Incorporation in dozens of print media publications with a monthly circulation of over 250,000.
- Multi-tiered internet promo via our website, email list and extensive online community network of over a million users.



Fairburn Festival Sponsorship Benefit Levels

<i>Sponsorship Benefits</i>	\$5,000+	\$2,500+	\$1,000+	\$750+	\$500+	\$250+
Signage On Main Stage						
Logo on All Printed Materials: Fliers, Posters, Banners, Social Media, Website						
Invitation to Sponsor Banquet						
VIP Access						
10 X 10 Booth Space at Festival						
Inclusion in Press Release						
Recognized at Welcome and Close of Events						
Company's Website Link on Festival Website						
Company Identified in Newsletter						
Logo Prominently Displayed on Webpage						
Facebook and Twitter Mentions						

Sponsorship is to be written to:

City of Fairburn
 Festival Sponsorship
 56 Malone Street
 Fairburn, GA 30213

**Custom Packages Available:
 Contact: D'Avante' Parks
 Event Coordinator: 770-964-2244 x133**



**For additional information, or to secure sponsorship,
please contact:**

Dr. D'Avante' Parks

770-964-2244. Ext 133

dparks@fairburn.com