

CANDLER PARK

FALLFEST

Sponsorship Guide

OCTOBER 5-6, 2024



fallfest.candlerpark.org

FALL FEST IN CANDLER PARK is among the most beloved festivals in metro Atlanta. Two days of music, art, food, games, rides and special attractions draw 15,000 people a day to a beautiful in-town park and onto the streets of the surrounding neighborhood.

BEST OF ALL: Every dollar raised by this volunteer-run event goes straight back to the community! The Candler Park Neighborhood Organization (CPNO) uses that money to fund great causes such as infrastructure improvements and upgrades to the park itself, including close to \$150,000 to enhance and renovate the park's playground area. The new playground is scheduled to open in July 2024 and will be a big draw for this year's FALL FEST.

THIS YEAR'S FALL FEST WILL BE BIGGER AND BETTER THAN EVER, FEATURING:

- Nearly 200 artists booths
- 20 food trucks and other food vendors
- Over a dozen musical acts performing throughout the day and into the night
- Massive kid zone featuring bounce houses, performances, games, sports, booths and other kids' activities
- 5K and Fun Run ending at the festival where winners will be announced
- An entire weekend devoted to promoting and gearing up for Fall Fest weekend including Fall Ball on Saturday, September 27 and Tour of Homes on Sunday, September 28

FALL FEST OFFERS THE BEST OF BOTH WORLDS FOR EVENT SPONSORS.

It's a large event that attracts media attention and big crowds with high disposable income. At the same time, it's a community fundraiser for feel-good projects that make Atlanta a better place to live and visit.

We offer a wide range of sponsorship packages at set budget levels. We're also happy to get creative: We'd love to help you come up with a customized package that can enhance the Fall Fest experience — both for you and for our attendees.

GET IN TOUCH so we can determine the sponsorship package that best meets your needs. And do it today, so that your brand can get maximum exposure in the months leading up to the event. We want to make sure you get the most out of partnering with Fall Fest in Candler Park.

Hallie Meushaw, Fall Fest Fundraising Chair
hallie.meushaw@gmail.com
678.596.5427

Fall Fest 2024
October 5-6
Candler Park



CANDLERPARK.ORG 3,500 VISITS PER MONTH

Fall Fest website links directly to our neighborhood page where every sponsor's logo will be featured on the Fall Fest logo page including a link to sponsor's website to feature your product or service.



FALLFEST.CANDLERPARK.ORG NEARLY 30,000 VISITS THE MONTH OF FALL FEST

Every sponsor's logo will be featured in local email blasts leading up to the event. More mentions are available for high-level sponsors.



EMAIL BLASTS 1,800+ SUBSCRIBERS

Every sponsor's logo will be featured in local email blasts leading up to the event. More mentions are available for high-level sponsors.



SOCIAL MEDIA 5,000+ SUBSCRIBERS

All sponsors will be featured on Candler Park and Fall Fest social channels (Facebook/Instagram) before the event with reciprocal support on your end appreciated. More mentions are available for high-level sponsors.



CANDLER PARK MESSENGER 1,800 HOUSEHOLDS

Every sponsor's logo will be featured in the online Candler Park Messenger "Thank You" articles before and after the event and will be available online for months following the event.



PROMOTIONAL ITEMS COOL STUFF!

Every sponsor's logo will be featured on event promotional items including flyers, schedules, maps, etc. Specific promotional items TBD, and we are open to sponsor-specific items.



SIGNAGE 20,000 ATTENDEES PER DAY

Every sponsor's logo will be featured on a minimum of five large scale banners at Candler Park before and during the festival. Additional exclusive banners may be available for high-level sponsors.

Interested in a sponsorship?

Contact Hallie Meushaw, Fall Fest Fundraising Chair
hallie.meushaw@gmail.com or 678.596.5427

EVENT SPONSOR: \$25,000

The sky's the limit! We'll work directly with our \$25K sponsor to customize a package that includes all benefits available to our lower level sponsors plus whatever special Fall Fest promotions are the right fit for your organization. Together we'll come up with the perfect package!



STAGE SPONSOR: \$12,000

EVENT PROMOTION

- Brand Placement on a large banner above the stage devoted to your company
- Product sampling (giveaways) of sponsor supplied products, if applicable
- One 10' X 10' exhibit booth space in highly visible, premium location (tent and electricity (if needed) provided by sponsor)
- Company name mentioned/thanked in stage announcements (three per day)
- Brand printed on Fall Fest materials
- Extra large size logo in "Thank You" articles in October & November online issues of The Messenger
- 5 Candler Park Fall Fest t-shirts
- 5 Candler Park race entries

WEBSITE/SOCIAL

- Large size logo on Fall Fest and Candler Park websites with link to your website featuring your product or service
- Ongoing email and social media support and promotion devoted to your product or service after purchase of sponsorship package (specifics TBD)
- Link via your logo that will be accessible through CandlerPark.org and all Fall Fest websites

EVENT ATTRACTION SPONSOR: \$5,000 - \$10,000

(Kidlandia, Food Zones, Artist Zones)

EVENT PROMOTION

- Brand Placement devoted to your company on a large banner in the sponsored section
- Product sampling (giveaways) of sponsor supplied products, if applicable
- One 10' X 10' exhibit booth space in highly visible, premium location
(tent and electricity (if needed) provided by sponsor)
- Company name mentioned/thanked in stage announcements (one per day)
- Brand printed on all event materials
- Medium to large size logo in "Thank You" articles in October & November online issues of The Messenger
- 5 Candler Park Fall Fest t-shirts
- 5 Candler Park race entries

WEBSITE/SOCIAL

- Medium to large size logo on Fall Fest and Candler Park websites with link to your website featuring your product or service
- Ongoing email and social media support and promotion devoted to your product or service after purchase of sponsorship package (specifics TBD)
- Link via your logo that will be accessible through CandlerPark.org and all Fall Fest websites



FALL FEST BOOTH SPONSOR: \$2,500

EVENT PROMOTION

- One 10' X 10' exhibit booth space at the festival (tent and electricity (if needed) provided by Sponsor)
- Company name mentioned/thanked in stage announcements (one per day)
- Brand printed on all event materials
- Small size logo in "Thank You" articles in October & November online issues of The Messenger

WEBSITE/SOCIAL

- Small size logo on Fall Fest and Candler Park websites with link to your website featuring your product or service
- Link via your logo that will be accessible through CandlerPark.org and all Fall Fest websites



Contact Hallie Meushaw at hallie.meushaw@gmail.com to become a sponsor!

But wait, there's more!

Increase the impact of your promotional budget by sponsoring our Fall Fest related events.

FALL BALL

Gain visibility for your business while Candler Park neighbors kick off the weekend's festivities with a Saturday evening party full of music, dancing, food and drinks!

All Fall Ball sponsors will be recognized on Fall Ball printed and promotional materials, including social media and website presence.



SEPTEMBER 27, 2024

SPONSORSHIP OPPORTUNITIES:

- \$5K Fall Ball Sponsor
- Friends of Candler Park Individual (\$250) & Businesses (\$500 and \$1000) available at fallfest.candlerpark.org/fall-ball
- Silent Auction In-Kind Donations



TOUR OF HOMES

Position your business as part of one of intown Atlanta's most desirable neighborhoods!

Attendees purchase tickets to see the inside of a wide range of beautiful and unique homes in our neighborhood on Sunday afternoon.

SEPTEMBER 28, 2024

SPONSORSHIP OPPORTUNITIES:

- \$5K Tour of Homes Sponsor
- Tour of Homes signage in front of participating homes 2-3 weeks prior to Fall Fest
- Digital map logo and sponsorship
- In-kind sponsorship of refreshments or giveaways in selected homes

5K RACE & FUN RUN

Highlight your business' focus on health and family fun by sponsoring our 5K and fun run. Proceeds will support the Candler Park Conservancy's efforts to improve the Candler Park playground and other features.



OCTOBER 6, 2024

SPONSORSHIP OPPORTUNITIES:

- \$5K Race Sponsor
- 5K banners and signage
- Water and food stations
- Post-race giveaways
- T-shirt sponsorship

Contact Hallie Meushaw at hallie.meushaw@gmail.com to become a sponsor!