

CANDLER PARK
FALLFEST
SEP 30 - OCT 1, 2023

Sponsorship Guide



2023



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 20,000 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 uses that money to fund critical infrastructure improvements and upgrades to the park itself.

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 on our Fall Fest mainstage
- Massive kid zone featuring bounce houses, performances, games, sports, booths and other kids' activities
- 5K and Family Fun Run ending at the festival where winners will be announced from the Fall Fest mainstage
- An entire weekend devoted to promoting and gearing up for Fall Fest weekend including Fall Ball on Saturday, September 23rd and Tour of Homes on Sunday, September 24th

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 get in touch 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, CPNO Fundraising Chair
fundraising@candlerpark.org
678.596.5427

Fall Fest 2023
September 30 - October 1
Candler Park

1. CANDLERPARK.ORG **3,500/MONTH TRAFFIC**

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.

2. 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.

3. 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.

4. CANDLER PARK MESSENGER **1,800 HOUSEHOLDS**

Every sponsor's logo will be featured in the Candler Park Messenger "Thank You" articles before and after the event in a full page ad. This is delivered to over 1,800 doors and available online indefinitely.

5. PROMOTIONAL ITEMS **COOL STUFF!**

Every sponsor's logo will be featured on event promotional items including race t-shirts, flyers, schedules, maps, etc. Specific promotional items TBD, and we are open to sponsor-specific items.

6. 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 are available for high-level sponsors.

See next page for
sponsorship opportunities!

Interested in a sponsorship?

Contact Hallie Meushaw, CPNO Fundraising Chair
fundraising@candlerpark.org 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: \$10,000

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 (or larger depending upon your needs) in highly visible, premium location (tent and electricity (if needed) provided by Sponsor)
- Company name mentioned/thanked in Stage announcements (at least once per day)
- Brand printed on all event materials
- Large size logo printed on all event race t-shirts
- Large size logo in the "Thank You" articles in the October and November issues of The Messenger
- 10 Candler Park Fall Fest t-shirts
- 10 Candler Park Road 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)
- Permanent link via your logo that will be accessible through CandlerPark.org and all Fall Fest websites

EVENT ATTRACTION SPONSOR: \$5,000

(Kidlandia, Food Zones, Artist Zones, Fall Ball, Tour of Homes, 5K Champion or more)

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 (or larger depending upon your needs) 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
- Large size Logo printed on all event race t-shirts
- Large size logo in the "Thank You" articles in the October and November issues of The Messenger
- 5 Candler Park Fall Fest t-shirts
- 5 Candler Park Road 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)
- Permanent link via your logo that will be accessible through CandlerPark.org and all Fall Fest websites



FALL FEST SMALL BUSINESS SPONSORSHIP: \$3,500

EVENT PROMOTION

- One 10' X 10' exhibit booth space on main thoroughfare 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
- Medium size logo printed on all event race t-shirts
- Medium size logo in the "Thank You" articles in the October and November issues of The Messenger
- 2 Candler Park Fall Fest t-shirts
- 2 Candler Park Road Race Entries

WEBSITE/SOCIAL

- Medium 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)
- Permanent 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 on main thoroughfare 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 printed on all event race t-shirts
- Small size logo in the "Thank You" articles in the October and November 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
- Permanent link via your logo that will be accessible through CandlerPark.org and all Fall Fest websites

Contact Hallie Meushaw at fundraising@candlerpark.org to become a sponsor!

More Fall Fest events? Yes!

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 23, 2023

SPONSORSHIP OPPORTUNITIES:

- \$5K Fall Ball Event Attraction 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 24, 2023

SPONSORSHIP OPPORTUNITIES:

- 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.



FALL FEST WEEKEND

SPONSORSHIP OPPORTUNITIES:

- 5K banners and signage
- Water and food stations
- Post-race giveaways
- T-shirt sponsorship

All Fall Fest sponsors will be recognized on select 5K printed and promotional materials, including social media and website presence.

Contact Hallie Meushaw at fundraising@candlerpark.org to become a sponsor!