

# 28<sup>th</sup> Annual Celebration of Alpharetta's Biggest Dinner Party



May 3, 2018

Historic Downtown Alpharetta

## 2018 Sponsorship Information



# Event Facts



Celebrating 28 years of Great Food, Fun, and Community



Thursday, May 3, 2018 from 5:00pm – 10:00pm



Historic Downtown Alpharetta;

Milton Avenue between Main Street  
and Old Roswell/Old Canton Street



Anticipated attendance - 25,000+



Produced by the City of Alpharetta



FREE ADMISSION; Food & Activity



tickets are 10 tickets for \$5; Food Tastes are \$ .50 - \$3.00

# Event Features



Taste cuisine from 60+ Local Restaurants



Culinary Arts Competition with Cooking Demonstration Stage



Live Music Stage



Fun Zones with family entertainment



Sponsor Activities










Community partner family activities





# Event Factoids

-  Taste of Alpharetta is the largest event held within the city limits of Alpharetta - more than 25,000 attended in 2017.
-  Taste of Alpharetta is the largest 5 hour “Taste of” event in the Southeast.
-  63 restaurants, 27 corporate sponsors, 4 Metro Atlanta Radio Stations, several live performing artists, and 19 civic organizations participated in the 2017 Taste of Alpharetta.
-  200,000 event food and activity tickets were sold at the 2017 festival.
-  Over 150 volunteers were involved in the 2017 event.
-  Taste of Alpharetta offers FREE admission, event parking, and shuttles.
-  Event signage is visible to almost 50,000 automobiles per day based on estimates from the City of Alpharetta Traffic Department.





# Premier Sponsor

Investment: \$10,000

- ✓ Recognition as a Presenting Sponsor of Taste of Alpharetta 2018
- ✓ Sponsor logo on event print ads (4-3/5 page ads in Alpharetta/Roswell Revue & News, Johns Creek Herald, Milton Herald)
- ✓ Sponsor logo featured on 200 event posters
- ✓ Sponsor logo and booth location on 6,000 event maps
- ✓ Sponsor name on event website – [www.alpharetta.ga.us](http://www.alpharetta.ga.us)
- ✓ Sponsor marketing messages featured on minimum of 3 social media messages to event fans
- ✓ Recognition in event press releases distributed to 100+ media outlets
- ✓ Sponsor ad featured a minimum of 20 times on LED digital video board at the event
- ✓ Sponsor logo displayed on Main Stage Entertainment schedule banner
- ✓ Company presence with Mayor and City Council on Main Stage during Opening Ceremonies
- ✓ 3 sponsor messages in live stage announcements on Main Stage
- ✓ Sponsor logo featured on 380,000 event food & activity tickets
- ✓ 10' x 20' booth space on site at event for sponsor marketing. Event to provide (1) 10X10 tent, 1-6' table and 2 chairs
- ✓ 20 complimentary event t-shirts
- ✓ \$200 of complimentary event food/activity tickets



# Platinum Sponsor

Investment: \$5,000

- ✓ Recognition as a Supporting Sponsor of Taste of Alpharetta 2018
- ✓ Sponsor logo on event print ads (4 - 3/5 page ads in Alpharetta/Roswell Revue & News, Johns Creek Herald, Milton Herald)
- ✓ Sponsor logo featured on 200 event posters
- ✓ Sponsor logo and booth location on 6,000 event maps
- ✓ Sponsor name on event website – [www.alpharetta.ga.us](http://www.alpharetta.ga.us)
- ✓ Sponsor marketing messages featured on minimum of 2 social media messages to event fans
- ✓ Recognition in event press releases distributed to 100+ media outlets
- ✓ Sponsor ad featured a minimum of 10 times on LED digital video board at the event
- ✓ Sponsor logo displayed on Main Stage Entertainment schedule banner and Sponsor Thank You Banner
- ✓ Company presence with Mayor and City Council on Main Stage during Opening Ceremonies
- ✓ 2 sponsor messages in live stage announcements on Main Stage
- ✓ 10' x 20' booth space on site at event for sponsor marketing. Event to provide (1) 10X10 tent, 1-6' table and 2 chairs
- ✓ 10 complimentary event t-shirts
- ✓ \$100 of complimentary event food/activity tickets





# Gold Sponsor

Investment: \$2,500

- ✓ Recognition as a Supporting Sponsor of Taste of Alpharetta 2018
- ✓ Sponsor logo featured on 200 event posters
- ✓ Sponsor logo and booth location on 6,000 event maps
- ✓ Sponsor name on event website – [www.alpharetta.ga.us](http://www.alpharetta.ga.us)
- ✓ Sponsor marketing messages featured on minimum of 1 social media message to event fans
- ✓ Recognition in event press releases distributed to 100+ media outlets
- ✓ Sponsor logo displayed on Sponsor Thank You Banner
- ✓ Sponsor ad featured a minimum of 5 times on LED digital video board at the event
- ✓ 1 sponsor messages in live stage announcements on Main Stage
- ✓ Company presence with Mayor and City Council on Main Stage during Opening Ceremonies
- ✓ 10' x 10' booth space on site at event for sponsor marketing. Event to provide (1) 10X10 tent, 1-6' table and 2 chairs
- ✓ 5 complimentary event t-shirts
- ✓ \$50 of complimentary event food/activity tickets







# Silver Sponsor

Investment: \$1,500

- ✓ Recognition as a Supporting Sponsor of Taste of Alpharetta 2018
- ✓ Sponsor name on event website – [www.alpharetta.ga.us](http://www.alpharetta.ga.us)
- ✓ Sponsor name featured a minimum of 2 times on LED digital video board at the event
- ✓ Sponsor logo displayed on Sponsor Thank You Banner
- ✓ 10' x 10' booth space on site at event for Sponsor marketing. Event to provide (1) 10X10 tent, 1-6' table and 2 chairs
- ✓ 2 complimentary event t-shirts
- ✓ \$20 of complimentary event food/activity tickets





# Sponsor Benefits



	Premium Sponsor \$10,000	Platinum Sponsor \$5,000	Gold Sponsor \$2,500	Silver Sponsor \$1,500
Sponsor logo on event print ads	✓	✓		
Sponsor logo on 200 event posters	✓	✓	✓	
Sponsor logo on 750 event T-Shirts	✓			
Sponsor logo on 6,000 event maps	✓	✓	✓	
Sponsor name on event website	✓	✓	✓	
Social media messages to event fans	3	2	1	
Recognition in event press releases	✓	✓	✓	✓
Sponsor ad on LED digital video board at event	20	10	5	Name only, no logo
Sponsor logo on Music Stage schedule signage	✓	✓		
Sponsor logo on Event Sponsor Thank You Signage	✓	✓	✓	✓
Sponsor Representative on stage during Welcome Ceremony	✓	✓	✓	
Sponsor marketing message in live stage announcements	3	2	1	
Sponsor logo on 380,000 event food & activity tickets	✓			
On site booth location (10X10 tent, 1-6; table, 2 chairs provided by event)	10X20	10X20	10X10	10X10
Event T-Shirts	20	10	5	2
Event Food & Activity Tickets	\$200	\$100	\$50	\$20

# Event At A Glance

## CONTACTS

### City of Alpharetta

Kim Zane  
Special Events Manager  
2 Park Plaza  
Alpharetta, GA 30009  
678-297-6000  
kzane@alpharetta.ga.us

### Event Sponsorship, Marketing & Logistics

Premier Events  
Laura Valente  
770-241-4566  
laura@premiereventslive.com

