



**TASTE**  
OF ALPHARETTA

**Thursday, May 7, 2020 | Downtown Alpharetta**

*Winner of 2019 Creative Loafing Reader's Choice Award for "Best Food Festival"*

# **2020 SPONSORSHIP INFORMATION**

# 30<sup>TH</sup> ANNUAL CELEBRATION OF ALPHARETTA'S BIGGEST DINNER PARTY: *TASTE OF ALPHARETTA*

- ◆ Largest event held in Alpharetta.
- ◆ Largest 5 hour “Taste of” event in the Southeast.
- ◆ 34 corporate sponsors | 17+ community partners | 5 Metro Atlanta radio stations | 3 live performing artists.
- ◆ 380,000 event food and activity tickets sold.
- ◆ 140+ volunteers, and over 130 city staff were involved in the 2019 event.
- ◆ Produced by the City of Alpharetta.



# EVENT INFORMATION:

**When:** Thursday, May 7, 2020 from 5:00 p.m. – 10:00 p.m.

**Location:** Downtown Alpharetta – Expanded event location offering more restaurants, entertainment, and activities in 2020.

**Anticipated attendance:** 50,000+

Free admission!

60+ restaurants

Family fun zones

3 live music stages

Culinary arts competition with cooking demonstration

Beer Garden and beverage booths crafted by local downtown businesses with emphasis on locally brewed beers and wines.

“Locally Grown” education area featuring local growers, non-profits, and hands-on activities.

Sponsor activities, giveaways, and activations.

Tickets are 10 tickets for \$5.00; food tastes are \$0.50 - \$4.00



# PREMIUM SPONSOR

**INVESTMENT: \$10,000** (one opportunity available)

- ✓ Recognition as a Premium Sponsor of Taste of Alpharetta 2020
- ✓ 10' x 20' booth space on site at event for sponsor marketing. Event to provide (1) 10X10 tent, (1) 6' table, 2 chairs, and tent header sign with your company name
- ✓ Sponsor logo on event print ads (2 ads in Alpharetta/Roswell Revue & News, Johns Creek Herald, Milton Herald)
- ✓ Sponsor logo featured on 200 event posters
- ✓ Sponsor logo and booth location on 5,000 event maps
- ✓ Sponsor name with link 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 (Facebook and Instagram: @TasteOfAlpharetta)
- ✓ Recognition in event press releases distributed to 100+ media outlets (deadline February 1<sup>st</sup>)
- ✓ Sponsor logo featured on static display frame of video wall
- ✓ Sponsor included in 2 live stage announcements
- ✓ Sponsor ad featured a minimum of 20 times on LED digital video board at the event
- ✓ Sponsor logo displayed on entertainment schedule signage, and sponsor “Thank You” banner
- ✓ Sponsor logo featured on 380,000 event food & activity tickets (deadline March 15<sup>th</sup>)
- ✓ 20 complimentary event staff t-shirts
- ✓ \$200 of complimentary event food/activity tickets



# PLATINUM SPONSOR

## INVESTMENT: \$5,000

- ✓ Recognition as a Platinum Sponsor of Taste of Alpharetta 2020
- ✓ 10' x 20' booth space on site at event for sponsor marketing. Event to provide (1) 10X10 tent, (1) 6' table, 2 chairs, and tent header sign with your company name
- ✓ Sponsor logo on event print ads (2 ads in Alpharetta/Roswell Revue & News, Johns Creek Herald, Milton Herald)
- ✓ Sponsor logo featured on 200 event posters
- ✓ Sponsor logo and booth location on 5,000 event maps
- ✓ Sponsor name with link 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 (Facebook and Instagram: @TasteOfAlpharetta)
- ✓ Recognition in event press releases distributed to 100+ media outlets (deadline February 1<sup>st</sup>)
- ✓ Sponsor logo featured on static display frame of video wall
- ✓ Sponsor included in 2 live stage announcements
- ✓ Sponsor ad featured a minimum of 10 times on LED digital video board at the event
- ✓ Sponsor logo displayed on entertainment schedule signage, and sponsor "Thank You" banner
- ✓ 10 complimentary event staff t-shirts
- ✓ \$100 of complimentary event food/activity tickets





# BEER GARDEN SPONSOR

**INVESTMENT: \$5,000** (one opportunity available)

Premium opportunity for one (1) sponsor to receive branding rights at the Taste of Alpharetta's Beer Garden (featuring beverages sales and seating)

- ✓ Presenting Sponsor of Taste of Alpharetta Beer Garden
- ✓ 10' x 10' booth space in Beer Garden or main three-way for sponsor marketing. Event to provide (1) 10X10 tent, (1) 6' table and 2 chairs
- ✓ Sponsor logo featured on 200 event posters
- ✓ Sponsor logo on Beer Garden entrance signage
- ✓ Sponsor logo on tabletop signage within Beer Garden
- ✓ Sponsor logo displayed on sponsor "Thank You" banner
- ✓ Sponsor name w/link 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 (deadline is February 1<sup>st</sup>)
- ✓ Sponsor ad featured a minimum of 5 times on LED digital video board at the event
- ✓ Sponsor included in 1 live stage announcement
- ✓ Recognition in event press releases distributed to 100+ media outlets
- ✓ 5 complimentary event staff t-shirts
- ✓ \$50 of complimentary event food/activity tickets

# CULINARY STAGE SPONSOR

**INVESTMENT: \$3,000** (one opportunity available)

Premium opportunity for one (1) sponsor to receive branding rights for the Taste of Alpharetta's Culinary Stage. The Culinary Stage is a focal element of the festival featuring renowned chefs competing for prizes in a variety of categories.

- ✓ Presenting sponsor of the Taste of Alpharetta Culinary Stage
- ✓ 10' x 10' booth space next to stage or main three-way for sponsor marketing. Event to provide (1) 10X10 tent, (1) 6' table and 2 chairs
- ✓ Sponsor logo featured on 200 event posters
- ✓ Sponsor logo on Culinary Stage backdrop and stage schedule A-frame
- ✓ Sponsor name with link on event website - [www.alpharetta.ga.us](http://www.alpharetta.ga.us)
- ✓ Sponsor logo displayed on sponsor "Thank You" banner
- ✓ Sponsor logo on tabletop signage on judges table
- ✓ Sponsor marketing messages featured on minimum of 2 social media messages to event fans
- ✓ Sponsor ad featured a minimum of 5 times on LED digital video board at the event
- ✓ Sponsor included in 3 live stage announcements
- ✓ Recognition in event press releases distributed to 100+ media outlets (deadline February 1<sup>st</sup>)
- ✓ 5 complimentary event staff t-shirts
- ✓ \$50 of complimentary event food/activity tickets



# GOLD SPONSOR

## INVESTMENT: \$2,500

- ✓ Recognition as a sponsor of Taste of Alpharetta 2020
- ✓ 10' x 10' booth space on site at event for sponsor marketing. Event to provide (1) 10X10 tent, (1) 6' table and 2 chairs
- ✓ Sponsor logo featured on 200 event posters
- ✓ Sponsor logo on 5,000 event maps
- ✓ Sponsor name with link on event website – [www.alpharetta.ga.us](http://www.alpharetta.ga.us)
- ✓ Sponsor marketing message featured on minimum of 1 social media message to event fans
- ✓ Recognition in event press releases distributed to 100+ media outlets (deadline February 1<sup>st</sup>)
- ✓ Sponsor logo displayed on sponsor “Thank You” banner
- ✓ Sponsor ad featured a minimum of 5 times on LED digital video board at the event
- ✓ 5 complimentary event staff t-shirts
- ✓ \$50 of complimentary event food/activity tickets

# MUSIC STAGE SPONSOR

**INVESTMENT: \$2,000** (3 opportunities available)

- ✓ Presenting Sponsor of specific Taste of Alpharetta Music Stage
- ✓ Sponsor logo featured on select music stage banner
- ✓ Sponsor logo on select music stage schedule signage
- ✓ Sponsor included in 2 live stage announcements
- ✓ Sponsor name with link 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 (deadline February 1<sup>st</sup>)
- ✓ Sponsor included in 2 live stage announcements
- ✓ 5 complimentary event staff t-shirts
- ✓ \$50 of complimentary event food/activity tickets

# SILVER SPONSOR

**INVESTMENT: \$1,500**

- ✓ Recognition as a sponsor of Taste of Alpharetta 2020
- ✓ 10' x 10' booth space on site at event for sponsor marketing. Event to provide (1) 10X10 tent, (1) 6' table and 2 chairs
- ✓ Sponsor name with link on event website – [www.alpharetta.ga.us](http://www.alpharetta.ga.us)



<b>SPONSOR BENEFITS 2020</b>	<b>Premium Sponsor \$10,000</b>	<b>Platinum Sponsor \$5,000</b>	<b>Beer Garden Sponsor \$5,000 (1 opportunity)</b>	<b>Culinary Stage Sponsor \$3,000 (1 opportunity)</b>	<b>Gold Sponsor \$2,500</b>	<b>Music Stage Sponsor \$2,000 (3 opportunities)</b>	<b>Silver Sponsor \$1,500</b>
Sponsor logo on event print ads	✓	✓					
Sponsor logo on 200 event posters	✓	✓	✓	✓	✓		
Sponsor logo on 750 event staff t-shirts	✓						
Sponsor logo on 5,000 event maps	✓	✓	✓	✓	✓		
Sponsor name on event website	✓	✓	✓	✓	✓	✓	✓
Social media messages to event fans	3	2	2	2	1	2	
Recognition in event press releases	✓	✓	✓	✓	✓	✓	
Sponsor ad on LED digital video board at event	20	10	5	15	5		
Sponsor logo on stage schedule signage	✓	✓		✓		✓ for assigned stage	
Sponsor logo on event sponsor "Thank You" signage	✓	✓	✓	✓	✓	✓	
Sponsor included in live stage announcements	2	2	1	3		1	
Sponsor logo on 380,000 food & activity tickets (deadline March 15 <sup>th</sup> )	✓						
On-site booth location (10X10 tent, 1-6; table, 2 chairs provided by event)	10X20	10X20	10X10	10X10	10X10	N/A	10X10
Event t-shirts	20	10	5	5	5	5	
Event "Food & Activity" tickets	\$200	\$100	\$50	\$50	\$50	\$50	
Sampling of food or beverage items (subject to approval)	Included	+\$500	+\$500	+\$500	+\$500	+\$500	



# CONTACT

## Event Sponsorship

*Premier Events*

Steph Mold

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Premier Events, LLC, is proud to manage sponsorships, marketing, and the logistics for *Taste of Alpharetta* on behalf of the City of Alpharetta.

