



# 2019 Sponsor Interest Form

Fri, Aug 23 - Sat, Aug 24

**Pigs & Peaches is the City of Kennesaw's premier event. Its roots trace back to the historic train Depot in downtown Kennesaw where in 2000, the City of Kennesaw's Parks & Recreation Department held a blues concert and barbeque cook-off for a handful of amateur grillers.**

Pigs & Peaches 2019 will take place Friday, August 23 - Saturday, August 24 at Adams Park. The expected attendance for this event is 65,000. From 6 PM - 10 PM, on Friday night and 10 AM - 10 PM on Saturday guests will enjoy non-stop music, good eats, cold beer and interactive family-fun. Attendees will find over 200 vendors, exhibitor and contestant booths, a Kid Zone full of inflatable jumpers, amusements and attractions.

## Presenting Sponsorship - \$10,000

- Exhibit space (up to 20' x 60'); Access to electricity and potable (drinking) water upon request
- Presenting sponsor recognition (your logo) on digital billboard
- Exclusive ad space on digital billboard
- Presenting sponsor recognition (your logo) on festival website's home page and sponsor page (with hyperlink)
- Presenting sponsor recognition (name) in festival news release
- Presenting sponsor recognition (your logo) in all print advertisements
- Presenting sponsor recognition (your logo) on event signage
- Presenting sponsor recognition (your logo) on festival t-shirts
- Presenting sponsor recognition (your logo) on display near main entertainment stage
- Opportunity to provide literature or promotional items in hospitality bags
- Access to hospitality room
- 20 public announcements recognizing Presenting sponsor from main entertainment stage
- 2 festival polo shirts + 2 festival t-shirts

## Gold Sponsorship - \$7,500

- Exhibit space (up to 20' x 30'); Access to electricity and potable (drinking) water upon request
- Second-tier sponsor recognition (your logo) on festival website's sponsor page (with hyperlink)
- Second-tier sponsor recognition (name) in festival news release
- Second-tier sponsor recognition (your logo) in all print advertisements
- Second-tier sponsor recognition (your logo) on event day signage
- Second-tier sponsor recognition (your logo) on festival t-shirts
- Second-tier sponsor recognition (your logo) on display near main entertainment stage
- Opportunity to provide literature or promotional items in hospitality bags\*\*
- Access to hospitality room
- 10 public announcements recognizing sponsor from main entertainment stage
- 2 festival polo shirts + 2 festival t-shirts

City of Kennesaw Parks & Recreation Department  
Brittani Farmer  
Special Events Coordinator  
2753 Watts Drive, Kennesaw, GA 30144  
Telephone: (770) 422-9714, E-mail: bfarmer@kennesaw-ga.gov



## Silver Sponsorship - \$5,000

- Exhibit space (up to 20' x 20'); Access to electricity and potable (drinking) water upon request
- Sponsor recognition (your logo) on festival website's sponsor page
- Sponsor recognition (name) in festival news release
- Sponsor recognition (your logo) in TV commercials
- Sponsor recognition (your logo) in all print advertisements
- Sponsor recognition (your logo) on day event signage
- Sponsor recognition (your logo) on festival t-shirts
- Opportunity to provide literature or promotional items in hospitality bags
- Access to hospitality room
- 5 public announcements recognizing sponsor from main entertainment stage
- 2 Festival t-shirts

## Bronze Sponsorship - \$3,000

- Exhibit space (up to 20' x 10'); Access to electricity and portable (drinking) water upon request
- Sponsor recognition (your logo) on festival website's sponsor page
- Sponsor recognition (name) in festival news release
- Sponsor recognition (your logo) in all print advertisements
- Sponsor recognition (your logo) on event day signage
- Sponsor recognition (your logo) on festival t-shirts
- Opportunity to provide literature or promotional items in hospitality bags
- Access to hospitality room
- 2 public announcements recognizing sponsor from main entertainment stage
- 2 festival t-shirts

## Kid Zone Sponsorship - \$1,250

- Exhibit space (up to 10' x 10'); Access to electricity and potable (drinking) water upon request
- Sponsor recognition (your logo) on festival website's sponsor page
- Sponsor recognition (name) in festival news release
- Sponsor recognition (your logo) in all print advertisements
- Sponsor recognition (your logo) on event day signage, including those at entrances to the Kid Zone
- Sponsor recognition (your logo) on festival t-shirts
- Opportunity to provide literature or promotional items in hospitality bags
- Access to hospitality room
- 2 festival t-shirts

## Blue Ribbon Sponsorship - \$650

- Exhibit space (up to 10' x 10'); Access to electricity and potable (drinking) water upon request (additional fee may apply)
- Sponsor recognition (your logo) on festival website's sponsor page
- Sponsor recognition (name) in select print advertisements
- Sponsor recognition (your logo) on event day signage
- Sponsor recognition (your logo) on festival t-shirts
- Access to hospitality room
- 1 festival t-shirt

## Red Ribbon Sponsorship - \$250

- Sponsor recognition (your logo) on festival website's sponsor page
- Sponsor recognition (your logo) on event day signage
- 1 festival t-shirt








The sponsorship levels on this page (Silver - Red Ribbon) are available for cash sponsorship or in-kind sponsorship. If you are interested in being an in-kind sponsor, please let us know when you email the interest form in.

# How is the Pigs & Peaches BBQ Festival promoted?

- Digital billboards on I-75 and Cobb Pkwy
- Electronic marquee on Main Street and Cobb Pkwy
- Radio advertisements on The River 97.1 FM, B98.5 FM, WSB AM750 and AM1690
- Rack cards distributed to area schools
- Table tent cards placed in area hotels, restaurants and businesses
- Print advertisements in the Atlanta Journal-Constitution, Marietta Daily Journal, The Bright Side Newspapers, Our Town Magazine and others
- Websites including the official festival website: [www.pigsandpeaches.com](http://www.pigsandpeaches.com), City of Kennesaw, Kennesaw Wi-Fi, Cobb Travel & Tourism, Kennesaw Patch, Yelp, Atlanta Parent Magazine, Access Atlanta, Kansas City Barbeque Society, and the Official Georgia Tourism & Travel Site
- Social media including official Parks & Recreation Facebook page, Twitter and Instagram
- Inside Kennesaw; a quarterly newsletter published by the City of Kennesaw
- The Playbook; a tri-annual brochure published by Kennesaw Parks & Recreation
- The Sidekick; a tri-annual bulletin published by Kennesaw Parks & Recreation
- Messages on Kennesaw city resident's utility billing statements
- Kennesaw On Track; a bi-weekly e-mail newsletter from the City of Kennesaw
- eBulletin; a monthly e-mail newsletter from Kennesaw Parks & Recreation
- Official news releases from the City of Kennesaw
- Banners erected in community park locations



If you are interested in being a sponsor of this event, please select the level of sponsorship you are interested in, complete the contact information and scan and email to [bfarmer@kennesaw-ga.gov](mailto:bfarmer@kennesaw-ga.gov) or return to Kennesaw Parks and Recreation 2753 Watts Drive, Kennesaw, GA 30144. For questions and additional information please contact the Parks and Recreation Special Events Coordinator.

 <b>PRESENTING - \$10,000</b>
 <b>GOLD - \$7,500</b>
 <b>SILVER - \$5,000</b>
 <b>BRONZE - \$3,000</b>
 <b>KID ZONE - \$1,250</b>
 <b>BLUE RIBBON - \$650</b>
 <b>RED RIBBON - \$250</b>

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Company Name

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Contact Name

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Phone Number

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Email

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