



LAWRENCEVILLE

GEORGIA



2020 Event Sponsorship Information

City of Lawrenceville | P.O. Box 2200 Lawrenceville, GA 30046
Events@LawrencevilleGa.org | 678.407.6598



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Sponsorship Levels

Presenting Sponsor: – \$20,000

- Exclusive Sponsor Recognition with prominent placement of logo above all other sponsors
- All events
- 10x10 event booth space
- Mentions on radio event ads no less than 2 weeks out from event (Summer Concert Series ONLY)
- Logo displayed on 52,000 mailer inserts
- Space for sponsor-provided banner on stage
- Logo prominently displayed on main stage backdrop banner
- Logo placed on all Gwinnett Daily Post print ads
- Advertisement option on the back of event business cards (when applicable)
- Logo displayed on posters & sandwich boards distributed throughout the City
- 1 minute promotional pitch from the stage and on-stage recognition during events
- 2 minute interview in promotional video (when applicable)
- Hyperlinked mention in all event-related press releases
- Recognition on all social media outlets with a combined total of over 33k followers
- E-Blast Promotion to 30k
- VIP Passes for Oktoberfest, St. Paddy's Day
- Logo placement on Events Section of city website
- Logo placement on event T-shirt

Platinum Sponsor – \$10,000

- All events
- Hyperlinked mention in all event-related press releases
- Logo placement on event T-shirt
- 10x10 event booth space (optional)
- Recognition on all social media outlets with a combined total of over 33k followers
- Logo displayed on 52,000 mailer inserts
- Logo placement on Events Section of city website
- Logo displayed on posters & sandwich board distributed throughout the City

Gold Sponsor – \$5,000

- Includes ten (10) events of choice
- Logo displayed on 52,000 mailer inserts
- 10x10 event booth space (optional)
- Logo placement on event T-shirt
- All benefits of the Silver Sponsorship level
- Logo placement on Events Section of city website

Silver Sponsor – \$2,500

- Includes five (5) events of choice
- Display sponsor-provided banner on lawn
- On-stage recognition during events
- All benefits of the Bronze Sponsorship level

Bronze Sponsor – \$1,000

- Includes two (2) events of choice
- Recognition on all social media outlets with a combined total of over 33k followers

Community Sponsor – \$500

- Includes one (1) event of choice
- Recognition on all social media outlets with a total of over 33k followers



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Sponsorship Agreement

Business/Organization Name: _____

Contact Person: _____ Phone Number: _____

Street Address: _____

City: _____ Zip: _____ Email Address: _____

Social Media Handles Facebook: _____ Twitter: _____ Instagram: _____

Nextdoor: _____ Website Address: _____

Please check the desired level of sponsorship:

- Presenting Sponsor - \$20,000 — all events
- Platinum Sponsor - \$10,000 — all events
- Gold Sponsor - \$5,000 — Ten (10) events - make selection on page 4
- Silver Sponsor - \$2,500 — Five (5) events - make selection on page 4
- Bronze Sponsor - \$1,000 — Two (2) events - make selection on page 4
- Community Sponsor - \$500 — One (1) event - make selection on page 4
- Other _____

Signature: _____ Date: _____

To ensure maximum sponsorship benefits, please return your sponsorship agreement, event selection form (if applicable), and payment no later than February 7, 2020.

Checks are payable to City of Lawrenceville.

MAILING ADDRESS:

City of Lawrenceville
PO Box 2200
Lawrenceville, Georgia 30046
Attn: Economic Development / 4th floor

Please direct any questions regarding events or sponsorship opportunities to Jody Herrin, Event Coordinator, at 678.407.6598 or jody.herrin@lawrencevillega.org or Jasmine Billings, Event Coordinator, at 678.407.6652 or jasmine.billings@lawrencevillega.org.



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Event Selection Form

**Events Available for Sponsorship Opportunities

- St. Paddy's on Perry..... March 14, 2020
- Free Comic Book Day May 2, 2020
- Salsa Dancing at the Plaza..... May 5, 2020
- Light Lawrenceville Blue..... May 10-16, 2020
- Painting with a Twist at the Plaza..... May 13, 2020
- Line Dancing at the Plaza..... June 2, 2020
- Around the World Food Truck Night..... June 4, 2020
- Simple Southernality..... June 20, 2020
- Prelude to the 4th July 3, 2020
- Chill'n the Ville - Touch A Truck..... July 31, 2020
- Swing Dancing at the Plaza..... August 12, 2020
- Lawrenceville Lawn Grand Opening & Concert..... September 11, 2020
- Car-B-Ques & Brews Car Show..... September 12, 2020
- Live at the DTL Concert..... September 25, 2020
- Oktoberfest..... October 3, 2020
- Live at the DTL Concert..... October 9, 2020
- PAWfest..... October 17, 2020
- Boo Fest & Movie October 24, 2020
- Harvest Festival & Concert..... November 7, 2020
- Hometown Christmas Parade..... December 12, 2020

**Please note, with exception to the Harvest Festival, space is limited per event



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Why Become an Event Sponsor?

Create, Develop and Enhance Credibility

Companies in general have few opportunities to build trust and establish rapport with their customers and prospects. Getting involved with an event and being seen as dependable and supportive will accelerate the process. Attending an event is important, but standing out in the crowd by being a sponsor will highlight your business with a captive audience.

Leveraged Lead Generation

The majority of people who attend an event will most likely know others with similar interests. Remember, not only will your business be in front of them, but may have a chance to be recommended to their connections as well.

Media Exposure

All events have their own marketing efforts to make sure the event is well attended and an overall success. By sponsoring Lawrenceville events, your business will automatically benefit by being promoted throughout the process. This could provide extended exposure and visibility in markets your business may have not tapped into yet.

Brand Awareness & Recognition

Logo placement in a variety of places such as flyers, direct mail, brochures, websites, email marketing campaigns, signage, etc. will increase brand awareness. Being recognized as a sponsor will communicate value and support with the event audience at the event.

Generate NEW Sales & Form NEW Business Partnerships

Consider providing a “limited quantity “or” special discount if purchased at the event” offer. Create NEW professional relationships with other sponsors, vendors, speakers and attendees.

Community Involvement and Giving Back

Larger, more established corporations that get involved with local events will send a message to the attendees that they are genuinely interested in providing support. Companies that show generosity for a cause will spark more human interest and appeal to the audience.

Distribute Samples or Trial Offers

Whether a company has been around for years or just starting, bringing samples to an event is a great way to “test market” before investing in a major marketing campaign. Consider giving trial offers to the attendees in exchange for honest feedback. This will provide useful information and allow the company to adjust accordingly.

Tax Deduction & Write Off

City of Lawrenceville events are a part of the government/non-profit sector which would make a portion of the sponsorship a charitable donation. For-profit events will allow companies to claim the sponsorship as advertising if enough marketing is offered in exchange. Consult with a tax consultant before making any contributions.