



Big Haynes Creek Wildlife Festival



A Sponsorship Marketing Opportunity

For two days the City of Conyers will go outside and get WILD as The Georgia International Horse Park hosts the Big Haynes Creek Wildlife Festival. The festival will take place on Saturday and Sunday, August 25-26, 2012 and is open to the public from 10:00AM-5:00PM each day. The festival promotes enjoyment and understanding of the outdoors through arts, crafts, entertainment, demonstrations, fun and games.

The event appeals to the entire family with highlights such as: Reptile Shows, a Birds of Prey Show, and a Living History section offering a glimpse into the past as reenactors demonstrate how Indians lived off the land. Visitors can shop through the art and craft market showcasing painters, potters, photographers, and many others. Children can take part in interactive art projects, and enjoy the many hands-on learning activities throughout the festival.

The festival will also highlight the Big Haynes Creek Nature Center, showcasing the outdoor activities it offers to the public. The Big Haynes Creek Nature Center is located just across from the Georgia International Horse Park off Centennial Olympic Parkway. The Nature Center features walking trails through the woods, two observatory docks overlooking the wetlands, educational discovery stations, and a canoe launch.

The Big Haynes Creek Wildlife Festival is pleased to offer you the opportunity to partner your company with our event and provide a suitable platform from which to reach your target audience. Come join us in our celebration as we get WILD at the Georgia International Horse Park!





Sponsor Options

Title Sponsor \$10,000

Enjoy the highest level of visibility throughout the event, and be prominently recognized for supporting the Big Haynes Creek Wildlife Festival. Title Sponsor will be offered the highest level of exposure to patrons attending the event, in addition to thousands of households reached through the advertising and public relations effort. This sponsorship level is on a first come, first serve basis. "Big Haynes Creek Wildlife Festival presented by SPONSOR NAME"

Wilderness Sponsor \$5,000

This high profile sponsorship offers company recognition in prominent locations on the festival site, as well as in media efforts. Interact with patrons during the festival and create an experience for your clients they will never forget.

Main Stage Sponsor \$3,000

At the main stage, located at the heart of the festival, get outstanding visibility as the festival features wildlife shows and demonstrations, children's entertainment as well as local performing groups. Families gather to watch exciting animal exhibits such as Jason Clark with Southeastern Reptile Rescue and the Wildlife Wonders Animal Show. This sponsorship level is on a first come, first serve basis. (Only 1 Sponsorship Available)

Wildlife Sponsor \$1,000

This sponsorship level still gives the opportunity for businesses to interact with the festival's audience, and allows some presence during the festival's marketing campaign with signage on-site during the festival. Put your business, products or services in front of the community and make a lasting impression.

Beach Zone Sponsor \$1,000

Interact with festival guests as they enjoy the Beach Zone, an area filled with sand and beach toys for kids of all ages to enjoy during the festival. Also enjoy a presence during the festival's marketing campaign, along with signage on-site during the festival. This sponsorship level is on a first come, first serve basis. (Only 1 Sponsorship Available)

Backyard Wildlife \$700

Photo Contest Sponsor

Enjoy this high visibility sponsorship by having your name attached to the highlighted feature of the 2012 Festival. The photo contest takes place during the months leading up to the festival, providing extended exposure during marketing efforts. Guests will then vote for the winner of the photo contest during the event. This sponsorship level is on a first come, first serve basis. (Only 1 Sponsorship Available)

Wetland Sponsor \$500

This level offers businesses a way to interact with the festival's audience and associate their company's name with the festival by being included in some advertising material.

Friend of the Outdoors \$150

Have your name listed as a sponsor of this wonderful community event on the sponsor sign during the festival, signage on the main gate banner post facing the Grand Prix Plaza, brochures or flyers distributed at the welcome tent, and exposure on the festival's website. Also enjoy complementary tickets to the event. This sponsorship level in on a first come, first serve basis. (Only 4 Sponsorships Available)

Product Sponsor

Your company name can be associated with a great event through your products. Some lucky attendees will win door prizes as they enter the festival. Items needed include gift certificates, Frisbees, hats, visors, sunglasses, or any other item that is suitable for the theme of the festival. This is a great way to promote your business during the festival.



At a Glance Benefits

Benefit	Title Sponsor	Wilderness Sponsor	Main Stage Sponsor	Beach Zone	Wildlife Sponsor	Photo Contest Sponsor	Wetland Sponsor	Friend of the Outdoors	Product Sponsor
Sponsor Name attached to Festival Name	Logo								
Radio Promotion	Name								
Print Promotion	Logo	Logo	Logo	Logo	Listing	Listing	Listing	Listing	
Landmark Sign at I-20	Listing	Listing	Listing	Listing	Listing	Listing	Listing		
Exhibitor Space	2-spaces	2-spaces	2-spaces	2-Spaces	2-spaces	1-Space	1-space		
Stage Banner			Business must supply						
Banners on Festival Grounds	Business must supply	Business must supply		Business Must supply				Business must supply	
Naming Rights for Element	Logo attached to Event		Logo at Stage	Logo at Attraction		Logo attached to Contest			
Website Presence	Logo	Logo	Logo	Logo	Logo	Logo	Listing	Listing	Listing
Sponsor Sign	Logo	Listing	Listing	Listing	Listing	Listing	Listing	Listing	Listing
Tickets	25	15	10	10	10	10	5	5	5



For More Information

For more information, please fill out the enclosed information and fax it back to us at 770-602-2500, or simply email us with the subject line "Big Haynes Creek" and we will respond right away. Please respond by July 2, 2012. Some levels of sponsorship are first come, first serve basis.

Name: _____ Title: _____

Company Name: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

Fax Number: _____

_____ Yes, I am interested in participation at the _____ level.
Please contact me to set up a contract.

_____ Yes, I would like further information about sponsorship opportunities with
the Big Haynes Creek Wildlife Festival.

_____ No, I am not interested at this time, but please contact me next year before
_____ (date).

_____ No, I cannot participate, but I will pass on this information to someone else
who may be interested in this opportunity.

Contact Information

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