



GRANT PARK CONSERVANCY

SUMMER SHADE

FESTIVAL

2024

August 24 & 25

SPONSORSHIP OPPORTUNITIES


For more information about festival sponsorship and customizable opportunities, please contact Rick Kern at rick@mixitmarketing.com, 404.992.2506



summershedefestival.org

SUMMER SHADE FESTIVAL EVENT OVERVIEW

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 **What:** For over two decades, Atlanta art and music lovers have flocked to historic Grant Park to bid adieu to summer at the Grant Park Conservancy Summer Shade Festival. Celebrating 22 years, this thriving, two-day, in-town festival brings the community together while raising awareness and funds to support the work of the Grant Park Conservancy.*


Artist Market with over 120 Artists – Featuring both a juried and non-juried component.


Live Entertainment – Main Stage featuring some of the best local talent in Atlanta.


Bouncy House Village – Sure to keep all families entertained, the Bouncy House Village has the most fun inflatables you'll find at a festival!

Food and Beverage – A unique mix of flavors from local restaurants, including popular local food trucks.

Adams Realtors Run for the Park 5K – Held Saturday morning, hundreds of runners help kick-off the festival!

 **Where:** Historic Grant Park, just one mile Southeast of Downtown Atlanta. It is the oldest city park and one of the largest and most beautiful green spaces in metro Atlanta. Located in District 1, one of the most diverse and vibrant in the city, over 25,000 visitors attend from around the region.

 **When:** Saturday, August 24, 2024 10:00 am - 10:00 pm & Sunday, August 25, 2023 10:00 am - 7:00 pm
The artist/vendor/sponsor market will remain open until 6:00pm each day.

 **Attendance:** Approximately 25,000 at the festival, 2 million annual park visitors.



EVENT ASSETS AVAILABLE FOR SPONSORSHIP

Festival Stage

Our main stage is packed with top local talent and keeps things rocking all weekend!

Artist Market

Our juried and non-juried artist markets provide an eclectic mix of media and styles where patrons will find original works.

Bouncy House Village

A variety of the coolest inflatables for all the kids to enjoy!

*NOTE: The Grant Park Conservancy is a non-profit 501(c)(3) organization dedicated to the restoration, beautification and maintenance of historic Grant Park. All sponsorships are tax deductible under the fullest extent of the law.

2023 PROMOTIONAL MEDIA HIGHLIGHTS

PRESS COVERAGE OVERVIEW

	Impressions	Ad Equivalency
Web Exposure	408,349,759	\$142,200
Magazine	255,000	\$5,600
Newspaper	4,964,000	\$11,558
Broadcast Media	3,700,990	\$6,500
TOTAL	417,239,749	\$165,858

Web Presence

www.summershade festival.org

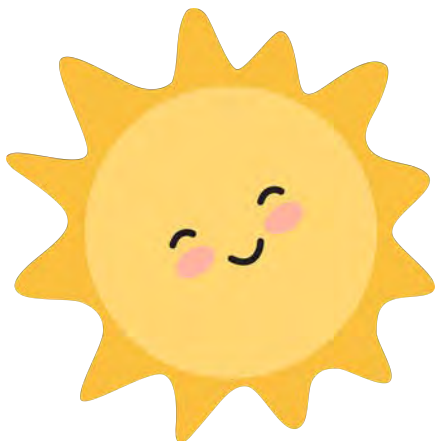
Sponsor logos/links, artist listings/links, food vendor listings/links, information about the Festival, Grant Park and the Grant Park Conservancy.

Social Media

Frequent Facebook, Instagram and Twitter updates, as well as numerous mentions on local and regional blogs

Digital Festival Guide

20-page comprehensive digital guide (over 41,000 views in 2023)



Top Hits

Yelp

“Cheers to 21 Years of The Grant Park Conservancy Summer Shade Festival”
Impressions: 34,865,205

NewsBreak

“The Ultimate Guide to free Summer Activities in Atlanta: From Ice Cream Festivals to Street Art Tours”
Impressions: 62,190,000

Axios Atlanta Newsletter

“Weekender: K-Pop, park party and puppets”
Impressions: 12,450,000

Atlanta Journal-Constitution

“5K, festival to benefit Grant Park Conservancy, Daffodil Project on Aug. 26”
Impressions: 11,840,034

All Events

“Cheers to 21 Years of The Grant Park Conservancy Summer Shade Festival”
Impressions: 2,613,750

WSB-TV2

“Things to Do This Weekend Around Atlanta”
Impressions: 2,188,059

Mommy Poppins

“16 Best Things to Do in Atlanta August 2023 with Kids”
Impressions: 1,058,333



SUMMER SHADE FESTIVAL PRESENTING SPONSOR

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-- Presented by --
YOUR LOGO HERE

Link your company or brand name with **EVERY** mention of the Grant Park Conservancy Summer Shade Festival – every time the festival is mentioned, so are you!

Exposure includes:

- All media
- All internet promotion, including event website
- All printed collateral
- All on-site signage
- Social media benefits

Presenting Sponsor Benefits

Include all benefits of the Marquee Sponsor PLUS:

- On-site customizable display space up to 10' x 40'
- One full page ad in electronic Festival Guide
- Added-value media buys with exclusive use of presenting sponsor name/logo (radio/TV)

Contract must be signed before July 1, 2024 to ensure logo on printed materials.

INVESTMENT: \$27,500



“Comcast/Xfinity has participated in the Summer Shade Festival for several years and we are always pleased by the results we see. The attendance is strong, the consumers are a perfect fit for us, and the festival team is great to work with. We especially like the flexibility we have with on-site activation so we can customize each year.”



Angela
James, Xfinity
Atlanta



SUMMER SHADE FESTIVAL MARQUEE SPONSOR

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Premium Benefits

- Category exclusivity
- First right of refusal for category in 2025
- Naming rights for one event asset (ex: music stage, artists market, etc)

Advertising/Public Relations

- Sponsor logo included in ENTIRE festival promotional campaign including print, radio, and TV – media partner details to be determined
- Sponsor logo and link on festival website (www.summershedefestival.org)
- Sponsor logo on official festival t-shirt worn by event staff and volunteers
- Sponsor inclusion in all official press releases
- Live sponsor mentions from the music/entertainment stage
- Sponsor inclusion in all festival electronic promotion and e-communication
- Minimum of four (4) social media mentions

Signage & Collateral

- Full-page ad in electronic Festival Guide (over 40,000 views in 2023)
- Sponsor logo added to Festival banners

On-Site

- Sponsor name/logo on main event sponsor signage featured at Festival stages
- Sponsor logo in digital festival pocket guide
- Customizable booth space including tent, tables, and chairs – up to a 10' x 30' footprint

Contract must be signed before July 1, 2024 to ensure logo on printed materials.

INVESTMENT: \$17,500

“It was such a pleasure being a part of the Summer Shade Festival. We were able to connect with our core demo in an inviting atmosphere and it seemed like we were part of the community.”



Rachel Wyatt,
Team Detroit/Lincoln



SUMMER SHADE FESTIVAL SUSTAINING SPONSOR

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Premium Benefits

- Category exclusivity
- First right of refusal for category in 2024

Advertising/Public Relations

- Sponsor logo included in festival print and radio promotional campaign – media partner details to be determined
- Sponsor logo and link on festival website (www.summershade festival.org)
- Sponsor logo on official festival t-shirt worn by event staff and volunteers
- Sponsor inclusion in all official press releases
- Live sponsor mentions from the music/entertainment stage
- Sponsor inclusion in all festival electronic promotion and e-communication
- Minimum of two (2) social media mentions

Signage & Collateral

- 1/2 page ad in electronic Festival Guide (over 40,000 views in 2022)

On-Site

- Sponsor name/logo on main event sponsor signage featured at Festival stages.
- Sponsor logo in digital festival pocket guide
- Customizable booth space including tent, tables, and chairs – up to a 10' x 20' footprint

Contract must be signed before July 1, 2024 to ensure logo on printed materials.

INVESTMENT: \$12,000



SUMMER SHADE FESTIVAL CONTRIBUTING SPONSOR

For more information, please contact Rick Kern at rick@mixitmarketing.com, 404.992.2506.

Advertising/Public Relations

- Sponsor logo included in festival print promotional campaign – media partner details to be determined
- Sponsor logo and link on festival website (www.summershade festival.org)
- Sponsor logo on official festival t-shirt worn by event staff and volunteers
- Sponsor inclusion in all official press releases
- Sponsor inclusion in all festival electronic promotion and e-communication
- Minimum of one (1) social media mention

Signage & Collateral

- 1/4 page ad in electronic Festival Guide (over 40,000 views in 2022)

On-Site

- Sponsor name/logo on main event sponsor signage featured at Festival stages.
- Sponsor logo in digital festival pocket guide
- Customizable booth space including tent, tables, and chairs – up to a 10' x 10' footprint

Contract must be signed before July 1, 2024 to ensure logo on printed materials.

INVESTMENT: \$6,500

“Six Feet Under has been a proud sponsor of the Summer Shade Festival held at Grant Park each year. The festival is a great way for us to spend time with our community, while at the same time helping improve the park.”



Tad Mitchell
Proprietor
Six Feet Under
Pub & Fish House



SUMMER SHADE FESTIVAL FESTIVAL FRIEND

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Advertising/Public Relations

- Sponsor logo and link on festival website (www.summershedefestival.org)

Signage & Collateral

- 50% discount for advertisement placed in electronic Festival Guide (over 40,000 views in 2023)

On-Site

- Sponsor name/logo on main event sponsor signage featured at Festival stages.
- Sponsor logo in digital festival pocket guide
- Customizable booth space including tent, tables, and chairs – up to a 10' x 10' footprint

Contract must be signed before July 1, 2024 to ensure logo on printed materials.

INVESTMENT: \$3,500



SUMMER SHADE FESTIVAL FESTIVAL ON-SITE DISPLAY

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Advertising/Public Relations

- Sponsor logo and link on festival website (www.summershedefestival.org)

Signage & Collateral

- 25% discount for advertisement placed in electronic Festival Guide (over 40,000 views in 2023)

Contract must be signed before July 1, 2024 to ensure logo on printed materials.

On-Site

- Sponsor name/logo on main event sponsor signage featured at Festival stages.
- Sponsor logo on digital festival pocket guide
- 10' x 10' space - does not include tent, tables, or chairs. Festival can provide for a small fee.

INVESTMENT: \$2,000

SUMMER SHADE FESTIVAL PAST SPONSORS

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The Grant Park Conservancy Summer Shade Festival benefits the Grant Park Conservancy. The Grant Park Conservancy is a non-profit 501(c)(3) organization. All sponsorships are tax deductible under the fullest extent of the law.



For more information about the festival sponsorship and customizable opportunities, please contact **Rick Kern at rick@mixitmarketing.com, 404.992.2506**

For more information on the Grant Park Conservancy and its work to preserve Historic Grant Park, please visit:
www.gpconservancy.org

Grant Park Conservancy, PO Box 89189 Atlanta, GA 30312
678.670.6256 - info@gpconservancy.org

summershedefestival.org