



Family ■ *food* ■ **Music** ■ *fun*

Roswell, Georgia's Premier Street Festival

Every Third Thursday • April through October



Sponsorship Opportunities



“Gate City Brewing is thrilled to again be Alive in Roswell’s Presenting Sponsor for 2020. This year we again are proud to share this sponsorship with Carl Black Buick GMC—two Roswell businesses that have made a huge commitment to keep it local by sponsoring this fantastic event.”

—Brian Borngesser, Co-Founder,
Gate City Brewing Company



VENDOR OPPORTUNITIES ALSO AVAILABLE!

WWW.ALIVEINROSWELL.COM

Every year, thousands of people flock to downtown Historic Roswell, Georgia, to experience what’s become one of the city’s premier events, **Alive in Roswell!**

Alive in Roswell is a **monthly family-friendly FREE festival** held every 3rd Thursday evening (5:00-9:00 p.m.) from April through October. The festival is held concurrently on Historic Canton Street, East Alley and at Historic Roswell Square. Free regular trolley service connects the venues.

The festival features music, food trucks, hundreds of interactive vendors, kids’ games and entertainment, and more, and enjoys participation from the many boutiques, small businesses and restaurants surrounding the venues.

Hosted by the City of Roswell and made possible by presenting sponsors Gate City Brewing Company and Carl Black Buick GMC, this energizing festival offers unique opportunities for sponsors to showcase their businesses and services—and their commitment to the community—to thousands of residents and visitors.

Contact

Christine Ward, Special Events Manager

City of Roswell

38 Hill Street, Roswell, GA 30075

770-594-6271 or cward@roswellgov.com

Sponsorship Opportunities

PRESENTING SPONSOR — ~~\$25,000~~ **TAKEN**

- Naming Rights: Event will be referred to as “Alive in Roswell, presented by (YOUR ORGANIZATION).”
- Industry Exclusivity: Your organization will be the only representative of your particular industry sponsoring the event.
- On-site display space : Choice of how large of a space/ presence you want—up to 20’ x 20’ at each venue and choose your booth location.
- Logo placement on LED Board: Wide top panel and side panels.
- Logos, advertisements, etc. displayed as part of looping sequence on LED screen.
- Logo placement in all print promotion, festival banners, etc.
- Mentions in all contracted radio promotion.
- Company name listed in all press releases.
- Company name/logo and hyperlink on festival website.
- Company name/logo on t-shirts, and other promotional materials.
- Company name on all posts on Alive in Roswell Facebook page and Instagram account, as well as shares on multiple social media identities (Roswell Special Events, City of Roswell Facebook)
- Up to seven (7) customized inclusions on social media (sponsor to provide verbiage).



Sponsorship Opportunities

PLATINUM SPONSOR LEVEL—\$10,000

- On-site booth space (10 x 10)
- Company name/logo on t-shirts
- Logo placement in all print promotion & festival banners
- Logos, special announcements, advertisements, etc. displayed as part of looping sequence on LED screen.
- Company name/logo and hyperlink on festival website
- Up to three (3) customized inclusions on social media (sponsor to provide verbiage)



GOLD SPONSOR LEVEL—\$7,500

- On-site booth space (10 x 10)
- Company name/logo on t-shirts
- Logo placement in all print promotion & festival banners
- Logos, advertisements, etc. displayed as part of looping sequence on LED screen.
- Company name/logo and hyperlink on festival website
- Up to two (2) customized inclusions on social media (sponsor to provide verbiage)



SILVER SPONSOR LEVEL—\$5,000

- On-site booth space (10 x 10)
- Company name/logo on t-shirts
- Logo placement on flyers promotion & festival banners.
- Logos, advertisements, etc. displayed as part of looping sequence on LED screen.
- Company name/logo and hyperlink on festival website
- Up to one (1) customized inclusion on social media (sponsor to provide verbiage)



Customized Sponsorship Opportunities

BEVERAGE SPONSOR—~~\$20,000~~
TAKEN

TROLLEY SPONSOR—\$7,500

Your company name and logo displayed on 2 trolleys for all 7 events

- On-site booth space (10 x 10)
- Company name/logo on t-shirts
- Logo placement in all print promotion & festival banners
- Logos, advertisements, etc. displayed as part of looping sequence on LED screen.
- Company name/logo and hyperlink on festival website
- Up to two (2) customized inclusions on social media (sponsor to provide verbiage)

SPONSOR THE FUN—\$5,000

Your company name on a mounted sign at each activity—

- Company name/logo on t-shirts
- Logo placement on flyers promotion & festival banners
- Logos, advertisements, etc. displayed as part of looping sequence on LED screen.
- Company name/logo and hyperlink on festival website
- Up to one (1) customized inclusion on social media (sponsor to provide verbiage)

SPONSOR THE CUPS—~~\$5,000~~
TAKEN

Your company logo on one side of the beer cups (AIR logo on other side) distributed at all 5 beer tents. Approximately 30,000 cups.

SPONSORSHIPS CAN BE CUSTOMIZED TO FIT YOUR ORGANIZATION'S NEEDS.

PLEASE CALL OR EMAIL TO DISCUSS:

cward@roswellgov.com or (770) 594-6271



www.AliveinRoswell.com



“Carl Black Buick GMC Roswell is proud to again be an Alive in Roswell Presenting Sponsor for 2020. We are very excited to be partnering with Gate City Brewing on this extremely popular Roswell event!”

**—Tod Baker, Executive Manager,
Carl Black Buick GMC, LLC**