



FORSYTHIA FESTIVAL

2012 Forsythia Festival

March 10–11

Forsyth, Georgia



Sponsorship Opportunities

Forsythia Festival Committee

www.forsythiafestival.com

478.994.9239 (O)

478.994.9240 (F)



For More Information
Karen@Forsyth-MonroeChamber.com



Photo by Kenneth Clark

About the Forsythia Festival

The Forsythia Festival, Inc, is an annual event held the second weekend of March in downtown Forsyth, Georgia. Started in 1988 and incorporated in 1991, this not-for-profit organization provides free, family-centered events that culminate in a two-day arts-and-crafts show. Other events include a children's fair, 5K and one-mile fun run, sporting tournaments, live entertainment, fashion show, beauty pageant, and sanctioned community events. The Forsythia Festival is recognized as a Top 20 Event by the Southeast Tourism Society. www.forsythiafestival.com



2012 Forsythia Festival

History



Did you know one of the Southeast Tourism Society's Top 20 Events is located in Forsyth, GA? For more than twenty years, the Forsythia Festival has offered handmade arts-and-crafts, toe-tapping entertainment, fun-filled activities, enjoyable community events, and delicious food. Each year, the Forsythia Festival promises to be a fantastic event, and we want your business to be a part of all the excitement.

This highly acclaimed festival is the perfect opportunity for your company to introduce themselves to more than 15,000 people over two days. What other promotion can give your business this kind of exposure in such a short amount of time? Our sponsors experience the benefits of marketing and advertising exposure, community outreach and exhibitor opportunities, increased visibility within the community, and more!

In addition to the wide recognition your business will receive, there are also many special "perks" involved with being a Forsythia Festival sponsor. For instance, our festival, FaithFest, gold, and silver sponsors receive a booth on sponsors row and with it, the opportunity to share your company with all the show's guests.

There are many ways in which partnering with the Forsythia Festival can promote your business from simply donating products to sponsoring a special event.

If you want to partner with us for this year's Top 20 event, please call at (478) 994-9239 and speak with the director of tourism.

Sincerely,
Forsythia Festival Committee

2012 Forsythia Festival Sponsorship Overview



	Festival \$3000	Gold \$2000	Silver \$1500	FaithFest \$1500	Fashion Show \$1500	Race \$1500	Hello Yellow \$650	Bronze \$500	Kids Corner \$250	Friends \$100	Petal \$25
"Official Sponsor"	●			Thank You, Tolbert & Associates							
Category Exclusivity	●						●	●			
Company name in press releases	Thank You, Robins Federal Credit Union	●	●		●	●					
Company logo in TV Commercial		●	●								
Company logo in radio commercials		●	●								
Company Logo in Print Ads		●	●								
Company Logo on festival T-shirt		●	●		●						
Company logo on race T-shirt		●	●		●	●		●			
Banner at event					●						
10-x-10-foot space on festival row		●	●								
Parking pass at festival		●	●								
Sponsor name on website			●	●		●	●		●	●	●
Sponsor listed in schedule of events	●	●	●		●	●		●	●	●	
Sponsor announced from stage	7 times	3 times	2 times		2 times						
				Thank You, Monroe Physical Therapy							
				Thank You, Castleberry's Drug Company							

The Forsythia Festival is a event sponsored by the Forsyth-Monroe County Chamber of Commerce, a registered not-for-profit organization. Your contribution to the festival may be tax deductible. Please contact the IRS for specific guidelines.



FORSYTHIA FESTIVAL

2012 Forsythia Festival

**Festival
Limited to One Sponsor
\$3,000**

LOGO PLACEMENT BENEFITS

Corporate logo sized and positioned according to level

Company ID on Forsythia Festival Website

Corporate logo sized and positioned according to level on Festival and 5K T-shirts

Company ID on Event Commercials

Company Name Included with all Press Releases

Company ID on Local Regional and State-Wide Advertising for Event (TV, Radio, and Print)

Exclusive Festival Sponsor

SPONSORSHIP BENEFITS

Licensed Use of "Official Sponsor" tag and festival logo

Booth at festival with premium placement

Name in all radio and television ads

Name and Logo on Website

Name and Logo on All Printed Ads

Name in Schedule of Events

Logo on Forsythia Festival and 5K/Fun Run T-Shirts

ADDITIONAL BENEFITS

1 Parking Pass

Company recognized from community stage a minimum of 7 times a day

First Right of Refusal for 2013 Festival



2012 Forsythia Festival

Gold
\$2,000



LOGO PLACEMENT BENEFITS

Corporate logo sized and positioned according to level on Festival and 5K T-shirts

Company ID on Forsythia Festival Website

Company ID on Event Commercials

Company Name Included with all Press Releases

Company ID on Local Regional and State-Wide Advertising for Festival (TV, Radio, and Print)

Booth at festival with premium placement

SPONSORSHIP BENEFITS

Name in all radio and television ads

Name and Logo on Website

Name and Logo on All Printed Ads

Name in Festival Program of Events

Logo on Forsythia Festival and 5K/Fun Run T-Shirt

ADDITIONAL BENEFITS

1 Parking Pass

Company recognized from community stage a minimum of 5 times





2012 Forsythia Festival

Silver
\$1,500



LOGO PLACEMENT BENEFITS

Corporate logo sized and positioned according to level on Festival and 5K T-shirts

Company ID on Forsythia Festival Website

Company ID on Event Commercials

Company Name Included with all Press Releases

Company ID on Local Regional and State-Wide Advertising for Festival (TV, Radio, and Print)

A 10-x-12-foot space for booth with premium placement

SPONSORSHIP BENEFITS

Name in all radio and television ads

Name and Logo on Website

Name and Logo on All Printed Ads

Logo on Forsythia Festival and 5K/Fun Run T-Shirt

Listing in the Forsythia Festival program of events

ADDITIONAL BENEFITS

1 Parking Pass

Company recognized from community stage a minimum of 3 times

2012 Forsythia Festival

FaithFest

Limited to One Sponsor

\$1,500



LOGO PLACEMENT BENEFITS

Corporate logo sized and positioned according to level on Festival and 5K T-shirts

Company ID on Forsythia Festival Website

Company ID on Event Commercials

Company Name Included with all Press Releases

Company ID on Local Regional and State-Wide Advertising for Festival and Competition (TV, Radio, and Print)

Opportunity to display business' name/logo on a banner at the festival and during FaithFest Competition

A 10-x-12-foot space for booth with premium placement
Exclusive FaithFest Sponsor

SPONSORSHIP BENEFITS

Licensed Use of "Official Sponsor" tag and festival logo

Name in all radio and television ads

Name and Logo on Website

Name and Logo on All Printed Ads

Name in Schedule of Events

Logo on Forsythia Festival and 5K/Fun Run T-Shirt

ADDITIONAL BENEFITS

10 tickets for FaithFest and reserved seating

1 Parking Pass for arts-and-crafts festival

Company recognized from community and event stage a minimum of 7 times

First Right of Refusal for 2012 FaithFest





FORSYTHIA FESTIVAL

2012 Forsythia Festival Race Limited to One Sponsor \$1,500

LOGO PLACEMENT BENEFITS

Corporate logo sized and positioned according to level on Festival and 5K T-shirts

Company ID on Forsythia Festival Website

SPONSORSHIP BENEFITS

Name and Logo on Website

Name in Festival Program of Events

Logo on Forsythia Festival and 5K/Fun Run T-Shirt



This information is provided as a benefit for prospective sponsors and is not binding until sponsorship agreement is accepted and signed by prospective sponsor.

2012 Forsythia Festival

Fashion Show

Limited to One Sponsor

\$1,250



LOGO PLACEMENT BENEFITS

Corporate logo sized and positioned according to level on Festival and 5K T-shirts

Company ID on Forsythia Festival Website

SPONSORSHIP BENEFITS

Name and Logo on Website

Name in Festival Program of Events

Logo on Forsythia Festival and 5K/Fun Run T-Shirt

Exclusive opportunity to sponsor fashion show

Six tickets and one reserved table at event

ADDITIONAL BENEFITS

Company recognized from stage a minimum of 2 times

First right of refusal for 2012 event



Photo by Kenneth Clark



FORSYTHIA FESTIVAL

2012 Forsythia Festival

Hello Yellow
Limited to One Sponsor
\$650



ABOUT THE SPONSORSHIP

The Hello Yellow sponsor has a unique opportunity to participate in the Hello Yellow kickoff celebration three weeks prior to the festival. The sponsor's name is printed on 600 buttons that are distributed to all those attending the kickoff and various businesses across the county. Following the kickoff, the Forsythia Festival Prize Patrol goes around town looking for people wearing their button, and if the person gets "caught" wearing the button, they get a bag of very special prizes.

COMPANY NAME/LOGO PLACEMENT BENEFITS

Company ID on Forsythia Festival Website
Business name on 3" button

SPONSORSHIP BENEFITS

Name and Logo on Website
Listing in the Forsythia Festival program of events
Exclusive opportunity to sponsor Hello Yellow Kickoff three weeks prior to festival
Exclusive opportunity to provide giveaways at the Hello Yellow Kickoff
Business name on 3" button that is worn around town for three weeks

2012 Forsythia Festival

Bronze
\$500



LOGO PLACEMENT BENEFITS

Corporate logo sized and positioned according to level on 5k/Fun Run T-shirts

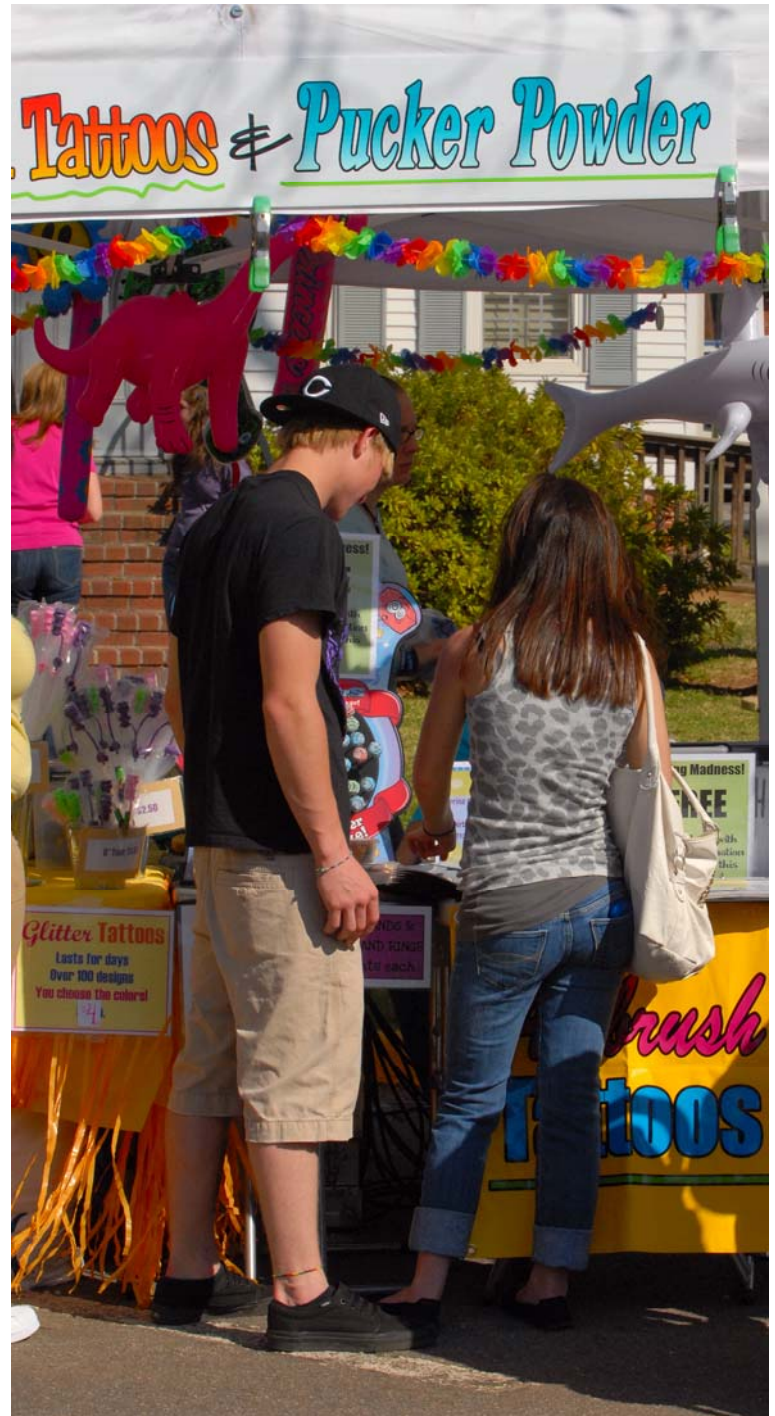
Company ID on Forsythia Festival Website

SPONSORSHIP BENEFITS

Name and Logo on Website

Name in Festival Program of Events

Logo on Forsythia Festival and 5K/Fun Run T-Shirt



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FORSYTHIA FESTIVAL

2012 Forsythia Festival

Kid's Corner

\$250



LOGO PLACEMENT BENEFITS

Business name on banner (provided by sponsor) displayed at the Kid's Corner entrance.

Company ID on Forsythia Festival Website

SPONSORSHIP BENEFITS

Name and Logo on Website

Listing in the Forsythia Festival program of events

2012 Forsythia Festival

Friend

\$100



LOGO PLACEMENT BENEFITS

Name on Forsythia Festival Website

Listing in the Forsythia Festival program of events

SPONSORSHIP BENEFITS

Name on Website

Name in Schedule of Events

A “Friend of Forsythia” level sponsorship allows individuals, and not just businesses, to support the festival monetarily.





FORSYTHIA FESTIVAL

2012 Forsythia Festival

Petal
\$25



SPONSORSHIP BENEFITS

Name on Website

In celebration of the Forsythia Festival's 25th anniversary, we are offering this unique opportunity to provide a solid foundation for the festival. Without you we couldn't have started the festival and without you we cannot continue.

2012 Forsythia Festival

Festival Regulations



Location: The festival takes place in downtown Forsyth. From I-75, take exit 187 and turn towards the downtown historic district.

Festival Hours: Saturday, 10 AM–6 PM; Sunday, 12–5 PM.

Inclement Weather: The festival will not be rescheduled or canceled due to weather. Sponsors must supply protective coverings/equipment.

Festival Attendance: The festival estimates 15,000–20,000 people in attendance.

Parking: Sponsor parking is provided in the parking lot behind City Hall. Sponsors will receive a parking permit, which will need to be displayed in vehicles during festival hours.

Booths: Sponsors may **ONLY** set up Saturday between 6 AM and 9 AM. All vehicles must be off city streets by 9 AM. Setup must be

completed by 9 AM, Saturday.

Time commitment: If qualifying sponsors want to place a booth at the festival, the booth must be manned both days.

Display Area: A 10-x-10-foot space is provided for qualifying sponsors and is located on the city street. Tents or coverings must be self-supporting. Drilling or puncturing street surface is strictly prohibited. Applicants who require electricity must indicate it on their application, and they must provide their own electrical extension cords. Sponsors who would prefer to use generators may do so, but the generators must not interfere with the festival's atmosphere.

Security: The City of Forsyth Police Department provides security during the festival from 6 AM, Saturday morning, through 5 PM, Sunday evening..



The Monroe County Chamber of Commerce, Inc. (d/b/a The Forsyth-Monroe County Chamber of Commerce) (the "Chamber"), host and organizer of the Forsythia Festival, hereby contracts and agrees that the Sponsor shall provide Corporate Sponsorship for the Forsythia Festival, which will be held March 12-13, 2011, in downtown Forsyth, Georgia. This agreement shall be effective when signed by both the Sponsor and accepted by the Chamber, and shall continue until March 14, 2011, unless otherwise extended by both parties.

The Chamber is a not-for-profit organization dedicated to serving the community and its members by promoting a thriving business environment to enhance the quality of life in Monroe County. The Chamber seeks to promote such an environment by organizing and operating a number of programs and events for which Sponsorship opportunities are available, the Forsythia Festival being the largest of such opportunities.

The Sponsor herein agrees to participate as a 2011 Sponsor of the Forsythia Festival and to take advantage of the multitude of promotional opportunities afforded to Sponsors by the event, in accordance with the terms and conditions of this agreement. In light of the foregoing and for the good and valuable consideration as provided herein, the Chamber and the Sponsor agree as follows:

1. The Sponsor will be designated as a Sponsor of the event and receive such benefits as detailed in the Sponsorship Opportunities document attached, and in accordance with the Sponsor's specific Sponsorship package. A commitment form should be completed and returned to the Chamber office by January 31, 2011.
2. The Sponsor shall tender its investment in full to the Chamber by February 28, 2011, unless otherwise agreed upon and extended by both parties. Time is of the essence on this contract.
3. The Sponsor hereby permits the Chamber to use the Sponsor's name, pictures, logos, and slogans in any marketing, broadcast, and telecast and/or print media account related to the event. Further, the Sponsor agrees to comply with all deadlines regarding submission of logo and print images to ensure their proper appearance for marketing purposes.

The Sponsor agrees to sponsor the Forsythia Festival with no expectation that it will receive any return benefit other than the promotional opportunities detailed on the Sponsorship Opportunities document, subject to the terms herein.

4. Termination: The Chamber shall be entitled to terminate this Agreement in the event that the Sponsor fails to tender their sponsorship investment as specified herein.

Failure of a Sponsor to adhere to this agreement or the rules and regulations governing the event, will result in termination of sponsorship and forfeiture of sponsorship investment to the Chamber.

5. Cancellation: Sponsor understands, acknowledges, and agrees that the Forsythia Festival is held in an open-air venue which is subject to inclement weather and other acts of God, as well as civil unrest or other unforeseen events. Because of the potential of cancellation as the result of the above, Sponsor agrees that the Chamber and its board of directors, members, agents, employees and assigns shall not be liable or responsible to sponsor in any respect as the result of Sponsor's investment/payment to Forsythia Festival of money in the event the festival is cancelled due to some unforeseen reason, which is out of the control of the festival.

Sponsor further agrees and acknowledges that in the event the festival or any part is cancelled for any reason that is out of the control of Forsythia Festival, that Sponsor shall not be entitled to the refund of any monies paid to the Chamber for sponsoring the event.

6. Limitation of Liability. The Chamber shall not be liable for any lost profits, lost opportunity, or any other such loss or damages resulting from a direct or indirect reliance upon this agreement or participation in the 2011 Forsythia Festival. The Sponsor has read and understood the Hold Harmless Statement provided to all Sponsors and has submitted a signed copy to the office of the Chamber.

7. Entire Agreement: This Agreement, which includes the Application, Sponsorship Opportunities document, and Hold Harmless Agreement, constitutes the entire agreement of the parties relating to the subject matter addressed. This Agreement supersedes all prior communications, contracts, or agreements between the parties with respect to the subject matter, whether oral or written. Nothing in this agreement is intended, nor shall it be deemed or construed, to constitute a partnership or joint venture between the Sponsor and the Chamber.

8. The parties agree that Georgia law shall govern this agreement and any dispute arising from the relationship between the parties to this agreement; and further, any action at law or other judicial or administrative proceeding arising from this agreement may be maintained only in the courts of the State of Georgia, in Monroe County, which shall have proper jurisdiction over any and all such matters and disputes.

WHEREAS, I have read and understood the foregoing and by my signature below do hereby agree to be bound by the terms of this agreement.

Accepted by the Forsyth-Monroe County Chamber of Commerce;
the _____ day of _____, 2011.

Authorized Representative

Accepted by the Sponsor:

Company Name

Signature of Authorized Company Agent

Print Name

Phone Number

E-Mail Address

Commitment Sponsorship Level and Amount

Date

AGREEMENT/RELEASE

I have received, read, and agreed to the regulations furnished to me by the Forsythia Festival and acknowledge that by payment of the above sponsorship, the Forsythia Festival and the Forsyth-Monroe County Chamber of Commerce are released and held free from liability for any loss or damage to person, property, costs, expenses, loss of service, on account of, while engaged in, or in any way growing out of the Forsythia Festival.

Signature _____ Date _____

Top-level sponsors (Festival, Gold, Silver, and FaithFest) qualify for a booth at the festival. These booths are your responsibility to staff, equip, and manage throughout the festival.

Indicate below the staff person(s) responsible for setting up, manning, breaking down the booth during the festival. (attach an additional sheet if necessary)

Name _____ Phone _____

E-mail

Items/services provided at your booth (attach additional sheet if necessary.)

Booth Requirements

(The Forsythia Festival does not supply extension cords, tables, or tents)

_____ 10-x-10-foot space(s) without electricity

_____ 10-x-10-foot space(s) with electricity (120V)

_____ 10' x 10' space(s) with electricity (240V)

