

# BE AWESOME. BE INVOLVED. BE A SPONSOR.

*Get engaged in events in your downtown!*



## 2020 MAIN STREET FESTIVALS



### 2020 Downtown Americus First Fridays (First Friday of Each Month)

Originally created to celebrate the arts, each month we host the community and area visitors to come check out what makes Downtown Americus such a great place to visit, shop and dine. Some months have themes like Artsapalooza, Flashback Friday, and Downtown Tailgate. Every month hundreds come out to stroll our streets on the First Friday evening and enjoy everything that downtown can offer. If you are interested in sponsoring a First Friday, please contact us directly. You are also welcome to suggest your own level and benefits.



### 4th Annual Downtown Americus Chili Crawl (January 3rd)

This event has been based around the chili cook-off which brings out several hundred people to taste excellent locally-made chili. Approximately 16 entries participate in the event. This event includes musical performances in several stores as well as art demonstrations and great food & drinks to enjoy throughout the evening. Sponsorships are available for specific chili locations, musical performances, or the entire event. We invite your suggestions.



### 3rd Annual Women's Wine & Chocolate Walk (February 22nd)

Although the name says it all, this event is designed for the No. 1 shopper in the family. We will have several locations available to taste amazing wines, as well as, locations to taste the most decadent chocolates. Attendees will receive a tasting glass and passport to guide them through the downtown and each will have a chance to win great prizes, and everyone will go home with their own "goody bag" filled with chocolates and wine-related gifts. Suggestions are welcome.



### 4th Annual Americus Hot Glass Craft Beer Festival (April 4th)

Tapping Americus' rich history of artisan glass blowing and combining it with Georgia's innovative craft brewing culture, Hot Glass Craft Beer fuses these - two artisan worlds together in one epic event. This event provides festival participants an opportunity to experience regional breweries with a variety of beers from each, along with live mobile glass-blowing by artists from all across the country. Through this event we aim to expand local access to a wider range of finely crafted brews while increasing awareness of the art of mobile glass blowing. New sponsors are encouraged to become a part of this event as it continues to grow. Suggestions are welcome.



### 3rd Annual Red, White & Blues (June 13th)

This Star Spangled event to cap off the Memorial Day Week and prepare for the summer festivities, this event, a BBQ competition with quality blues music, participants will help determine who should be crowned the best barbeque in the area. Entry to the event will be by ticket only and each patron will get to sample barbeque from both amateur and professional chefs. The champion in both skill categories will receive a cash prize and the Red, White and Blues Trophy. First year sponsors will be given preferential treatment as this event grows from year to year. Please call for more information.



### 32nd Taste of Sumter (September 24th)

The annual "Taste of Sumter" is a countywide event focused on locally-owned Sumter County-based restaurants, catering companies and other establishments that produce food/consumable items. Maintaining the "Shop Local" theme, there will be no national chain food vendors at the event. This event is intended for families and friends to come out and enjoy the culinary aspect of Sumter County. Sponsorships can be given for the musical performances, beverages, or the general event.



### Food Truck Fest (October 25th)

The first ever Food Truck Fest is an event full of delicious food and fun! This event will include the best of the best food truck vendors from around the region, arts and crafts vendors, live music, and more. This event is intended for families and friends to come out and enjoy great food and entertainment. Sponsorships are available for musical performances, beer and wine, or the entire event.



### Christmas Open House (November 19th)

The annual Downtown Christmas Open House event is popular amongst the locals of Sumter County and surrounding counties. The businesses downtown are open showcasing their holiday merchandise. Participants can expect to visit with Santa, sample chestnuts, enjoy carriage rides, take advantage of great shopping discounts, and more. The most popular of Christmas in Downtown Americus is the lighting of the big Christmas tree and the Parade of Trees that surround it, all lit and decorated with a special message to all. Sponsorships for this event are available upon request.



## 4th Annual Downtown Americus Chili Crawl January 3rd, 2020

### Presenting Sponsor (\$1,000) – One Available

- Company name as the presenter of event (Downtown Americus Chili Crawl Presented by ABC Corp.)
- Logo on all print advertising, Playbills, and Chili Scorecards
- Company name in all media information, including website and Facebook Page
- Company banners (that you provide) will be in key locations throughout event
- Company information (that you provide) will be available at all chili locations
- Company announced at the Chili Crawl Awards Ceremony
- Your company may also make other suggestions for this level of sponsorship
- First right of refusal to be presenting sponsor for 2021

### Gold Sponsor (\$500) – Two Available

- Company banner (that you provide) will be at the event
- Logo on all print advertising, Playbills, and Chili Scorecards
- Company logo on website and Facebook Page
- Company information (that you provide) will be available at one chili location
- Company announced at the Chili Crawl Awards Ceremony

### Event Sponsor (\$250) – Five Available

- Logo on website and Facebook Page
- Company announced at the Chili Crawl Awards Ceremony



## 3rd Annual Women's Wine & Chocolate Walk January 22nd, 2020

### Presenting Sponsor (\$2,000) – One Available

- Company name as the presenter of event
- Company name/logo appears on all print advertising, posters, postcards, Facebook, & website
- Company name/logo printed on all wine glasses distributed to each participant
- Company information in all participants gift bags
- Company name/logo at all wine and chocolate tasting locations
- Company name/logo on all gift bags
- Sample bottle of each wine tasting to take home
- 12 passes to the event
- First right of refusal to be the presenting sponsor for the event in 2021

### Sommolier Sponsor (\$1,000) – Three Available

- Company name/logo appears on all print advertising, posters, postcards, Facebook, & website
- Company information in all participants bags
- Company name/logo at all wine and chocolate tasting locations
- One bottle from each tasting location to take home
- 6 passes to the event

### Chocolatier Sponsor (\$500) – Five Available

- Company name/logo on all print advertising, posters, and rackcards; as well as Facebook & website
- One bottle to take home of your choosing
- 3 Passes to the event

### Wine Sponsor, Goodie Bag Sponsor

- Contact Main Street for details.



## 4th Annual Americus Hot Glass Craft Beer Festival April 4th, 2020

### Presenting Sponsor (\$5,000) – One Available

- Company name as the presenter of event (Americus Hot Glass Craft Beer Festival presented by ABC Corp.)
- Logo on front cover of all print advertising (brochures, rack cards, etc.)
- Logo on front of event shirts
- Company name in all media information including social media, website and print advertising
- Company banners (that you provide) will be staged in key locations throughout event
- Prominent vendor location to advertise company
- Logo on general admission beer sampling glasses
- Logo on all wristbands
- Logo on all signs for day of the event
- 15 Sponsor Passes for event
- Your company may also make other suggestions for this level of sponsorship
- First right of refusal to be presenting sponsor for 2021

### Hops and Barley Sponsor (\$3,000) – Two Available

- Logo on all print advertising (beer tasting guide and rack card)
- Company name in all media information including Facebook, website and print advertising
- Logo on event shirts
- Logo on all event wristbands
- Company banners (that you provide) throughout festival area

- Prominent vendor location to advertise company
- Logo on signs in festival area
- 8 Sponsor Passes for event

### Glass Furnace Sponsor (\$1,000) – Six Available

- Company Banner (that you provide) displayed at event
- Company name on print advertising (brochures, rack cards, etc.)
- Company name in all media information including Facebook, website and print advertising
- Vendor location included to advertise company
- Logo on event shirts
- 4 Sponsor Passes for event

### Growler Sponsor (\$500)

- Company name in all online media information including Facebook and website advertising
- Company name on print advertising (brochures, rack cards, etc.)
- 2 Sponsor Passes for event

### Stage Sponsor, Premium Tent Sponsor, Glass Artist Sponsor, and Beer & Wine Sponsor

- Contact Main Street for details.



## 3rd Annual Red, White, & Blues June 22nd, 2020

### Presenting Sponsor (\$2,500) – One Available

- Company name as the presenter of event (Red, White and Blues presented by ABC Corp.)
- Company name/logo appears on all print advertising, media, and poster
- Banner of company on stage during event
- Company name/logo on event wristbands
- Two reserved tables with company name/logo
- Company name/logo appears on website
- 20 tickets for event

### Beer Tent Sponsor (\$1,000) – One Available

- Company banner and information at beer tent
- Company logo/name on posters
- One reserved table with company name/logo
- Company name/logo appears on website
- 10 tickets for event

### Table Sponsor (\$250) – 15 Available

- Reserved table with company name/logo
- 10 tickets for event



## 32nd Taste of Sumter September 24th, 2020

### Presenting Sponsor (\$2,500) – One Available

- Company name appearing with the event name
- Logo on front cover of all brochures (day of the event)
- Radio advertisement of company on WISK 98.7/WDEC 94.7 prior to event
- Company name in all media information including Facebook, website and print advertising
- Company banners (that you provide) will be at key locations throughout event
- Prominent vendor location to advertise company
- Logo on all wristbands of event
- Logo on T-Shirts for event staff
- Logo on all signs for day of the event
- 25 VIP Passes for event
- Your company may also make other suggestions for this level of sponsorship
- First right of refusal for presenting sponsor for 2021

### Gold Sponsor (\$1,000) – Two Available

- Logo on front cover of all brochures (day of the event)
- Company name in all media information including Facebook, website and print advertising
- Radio advertisement of company on WISK 98.7/WDEC 94.7 prior to event

- Company banners (that you provide) throughout festival area
- Vendor location to advertise company
- Logo on T-Shirts for event staff
- Logo on signs in festival area
- 10 VIP Passes for event

### Silver Sponsor (\$500) – Five Available

- Logo on front cover of all brochures (day of the event)
- Company name in all media information including Facebook, website and print advertising
- Logo on T-Shirts for event staff
- 5 VIP Passes for event

### Bronze Sponsor (\$250)

- Company name on all brochures (day of the event)
- Company name in all media information including Facebook, website and print advertising
- 3 VIP Passes for event



## Food Truck Festival October 25th, 2020

### Presenting Sponsor (\$2000) – One Available

- Company name included with event
- Logo on all print advertising and PlayBills
- Company name in all media information, including website
- Company banners (that you provide) will be in key locations throughout event
- Prominent vendor location to advertise company
- Your company may also make other suggestions for this level of sponsorship
- First right of refusal to be presenting sponsor for 2021

### Gold Sponsor (\$1000)

- Company banner (that you provide) will be in key locations throughout event
- Prominent vendor location to advertise company
- Logo on all print advertising and PlayBills
- Company logo on website

### Silver Sponsor (\$500)

- Company banner (that you provide) will be in key locations throughout event
- Vendor location to advertise company
- Logo on all print advertising and PlayBills
- Company name in all media information

### Bronze Sponsor (\$250)

- Company name in all media information including Facebook, website, and print advertising.



**Americus Main Street** (located inside City Hall)  
101 West Lamar Street  
Americus, GA 31709  
(229) 924.4411 ext. 247  
qwillis@americusga.gov

## *Christmas* Christmas Open House *Open House* November 19th, 2020

### Presenting Sponsor (\$1000) – One Available

- Company name included with event
- Logo on all print advertising and PlayBills
- Company name in all media information, including website
- Company banners (that you provide) will be in key locations throughout event
- Prominent vendor location to advertise company
- Your company may also make other suggestions for this level of sponsorship
- First right of refusal to be presenting sponsor for 2021

### Gold Sponsor (\$500)

- Company banner (that you provide) will be in key locations throughout event
- Prominent vendor location to advertise company
- Logo on all print advertising and PlayBills
- Company logo on website

### Silver Sponsor (\$250)

- Company banner (that you provide) will be in key locations throughout event
- Vendor location to advertise company
- Logo on all print advertising and PlayBills
- Company name in all media information



## 2020 Downtown Americus First Fridays (First Friday of Each Monday)

(Sponsorship below is for each First Friday. Please indicate on the order form which event you would prefer to sponsor. - i.e. May's First Friday)

### Presenting Sponsor (\$500) – One Available

- Company name included with event (First Friday Presented by ABC Corp)
- Logo on all print advertising and PlayBills
- Company name in all media information, including website
- Company banners (that you provide) will be in key locations throughout event
- Prominent vendor location to advertise company
- Your company may also make other suggestions for this level of sponsorship
- First right of refusal to be presenting sponsor for 2021

### Gold Sponsor (\$250)

- Company banner (that you provide) will be in key locations throughout event
- Prominent vendor location to advertise company
- Logo on all print advertising and PlayBills
- Company logo on website

### Silver Sponsor (\$100)

- Company banner (that you provide) will be in key locations throughout event
- Vendor location to advertise company
- Logo on all print advertising and PlayBills
- Company name in all media information

# BE A SPONSOR

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If there is something you request that you do not see here, you are welcome to negotiate a sponsor level that fits your needs by calling **Qaijuan Willis at 229-924-4411 ext 247.**