

# BE AWESOME. BE INVOLVED. BE A SPONSOR.

*Get engaged in events in your downtown!*

## 2024 MAIN STREET EVENTS & FESTIVALS

\*NOTE: There are no First Friday events scheduled for January, June, or July.



### 2024 First Fridays (Several Months Throughout the Year)

During First Friday events, Americus Main Street hosts a downtown-wide open house from 5-8PM with businesses open late with sales, specials, & more! Each event has a different theme that encourages guests to come downtown and explore all the wonderful shops and restaurants. Themes include: Artsapalooza, Flashback Friday, Downtown Tailgate and more. During the event the Americus Street Trolley provides free transportation throughout downtown. These events draw hundreds of participants, both local and out-of-town.



### 7th Annual Women's Wine & Chocolate Walk (February 17)

The Women's Wine & Chocolate Walk is an event created to highlight Georgia-made wines and wineries from across the state. This event is designed as the perfect "ladies' day out". Participants are allowed to sip and shop their way through our downtown and experience all we have to offer. Special activities and gift bags are available for each guest during the event, as well as drawings for prizes.



### 35th Taste of Sumter (September 26)

The Taste of Sumter is a countywide event focused on locally-owned Sumter County-based restaurants, catering professionals 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 scene of Georgia's Sumter County. Sponsorships can be given for the musical performances, beverages, or the general event.



### Holiday Open House (November 21)

The annual Downtown Holiday Open House event is popular amongst the locals of Georgia's Sumter County and surrounding counties. The businesses downtown are open showcasing their holiday merchandise. Participants can expect to visit with Santa, enjoy free trolley rides and pony rides, take advantage of great shopping discounts, and more. The most popular of the holidays 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. Kick off the holiday season with us in Downtown Americus.



### 7th Annual Downtown Americus Chili Crawl (February 2)

The Downtown Americus Chili Crawl is a local chili competition that allows guests to sample the finest chilis made in Sumter County. Downtown businesses compete or host a chili representative and participants are given score sheets to sample and vote on their favorite chili. Open businesses have specials and sales, as well as extended hours for shopping during the evening's event. The winner is given the illustrious Chili Crawl trophy and bragging rights for the year. This is one of our most beloved events in Downtown Americus.



### 6th Annual Americus Hot Glass Craft Beer Festival (April 6)

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 craft beers from each, along with live mobile glassblowing by artists from 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.



### Food Truck Fest (June 9 and October 26)

The Food Truck Fest is an event filled with 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 general event.



### Americus Christmas Parade (December 5)

The annual Americus Christmas Parade is an event that brings the perfect amount of holiday cheer! The streets of beautiful downtown Americus are filled with citizens and visitors ready to greet the parade with their family and friends. There are typically more than 60 parade entries, including a grand marshal, local bands, churches, businesses, community organizations, and more! Sponsorships for this event will go toward funding additional Christmas decorations for downtown.



## Downtown Americus Chili Crawl (February 2, 2024)

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

- Company name as the presenter of event
- Logo on all print advertising, Playbills, and Chili Scorecards
- Company name in all media information, including website and social media
- 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 with the Chili Crawl winners
- Company logo on all event signage



## 7th Annual Women's Wine & Chocolate Walk (February 17, 2024)

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

- Company name as the presenter of the event
- Company name/logo on all print advertising, posters, social media outlets, and website
- Company name/logo printed on all wine glasses distributed to each participant
- Company information in all participants gift bags
- One bottle of each wine featured at the event to take home
- 12 passes to the event
- Logo on all event signage
- 3 large banners posted at event
- First right of refusal to be presenting sponsor for 2025

### Goody Bag Sponsor (\$1,500) - Two Available

- Company name/logo on all print advertising, posters, social media outlets, and website
- Company name/logo on the front side of every participant goodie bag
- Company information in all participants gift bags
- 6 bottles of wine featured at the event
- 6 passes to the event



## Americus Hot Glass Craft Beer Festival (April 6, 2024)

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

- Company name as the presenter of the event
- Logo on event shirts
- Company name in all media information including social media, website and print advertising
- 3 company banners (that you provide) will be 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 in festival area
- 15 Premium Passes for the event
- Your company may also make other suggestions for this level of sponsorship
- First right of refusal to be Title Sponsor for 2025

### Hops and Barley Sponsor (\$3,000) - Three Available

- Logo on all print advertising (beer tasting guide and rack card)
- Company name in all media information including social media, website and print advertising
- Logo on event shirts
- Logo on all wristbands
- 2 company banners (that you provide) throughout festival area
- Prominent vendor location to advertise company
- Logo on signs in festival area
- 8 Premium/VIP Passes for the event

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

- Logo on all print advertising, Playbills, and Chili Scorecards
- Company name in all media information, including website and social media
- Company banner (that you provide) will be in a key location throughout event
- Company announced with the Chili Crawl winners
- Company logo on all event signage

### Bronze Sponsor (\$250) - Five Available

- Company name in all media information, including website and social media
- Company announced with the Chili Crawl winners

### Wine Sponsor (\$1,000) - Four Available

- Company logo to be placed at each wine and chocolate tasting station
- 3 bottles of wine featured at the event
- Company logo on all print advertising, posters, social media outlets, and website
- Company information in all participant bags
- 4 passes to the event

### Sommelier Sponsor (\$1,000) - Four Available

- Company name/logo on all print advertising, social media outlets, and website
- Company information in all participant bags
- Logo on all event signage
- 3 bottles of wine featured in the tasting to take home
- 4 passes to the event

### Chocolatier Sponsor (\$500) - Unlimited

- Company name/logo on all print advertising, social media outlets, and website
- 1 bottle of wine featured in the tasting to take home
- 2 passes to the event

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

- 1 company banner (that you provide) displayed in festival area
- Logo on all print advertising
- Company name in all media information: social media, website and print advertising
- Vendor location included to advertise company
- Logo on event shirts
- 4 Premium Passes for the event

### Growler Sponsor (\$500) - Unlimited

- Company name in all online media information: social media and website advertising
- Logo on all print advertising
- 2 Premium Passes for the event

### Other Sponsorship Opportunities

- Stage Sponsor (\$3,000) - One Available
- Premium Tent Sponsor (\$3,000) - One Available
- Glass Artists Sponsor (\$1,000) - Five Available
- Beer & Wine Sponsor (\$1,000) - Five Available
- Friend of the Festival (\$100) - For Individuals Only

\*\*Call Main Street for details\*\*



## Food Truck Fest

(March 24, 2024 and during the Americus Music Fest on October 26, 2024)

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

- Company name included with event
- Logo on all print and digital advertising and Playbills, including social media
- Company name in all media information, including website/Facebook event
- 3 company banners (that you provide) will be in key locations throughout the event
- Prominent vendor location to advertise company
- Your company may also make other suggestions for this level of sponsorship

### Gold Sponsor (\$1,000) - Three Available

- 1 company banner (that you provide) will be in key locations throughout the event
- Prominent vendor location to advertise company
- Logo on all print advertising and Playbills, including social media
- Company logo on all print and digital advertising



## 35th Taste of Sumter (September 26, 2024)

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

- Company name appearing with the event name
- Company name in all media information including social media, website, print advertising, and radio advertising
- 3 company banners (that you provide) will be in key locations throughout the event
- Prominent vendor location to advertise company
- Logo on event shirts
- Logo on all event signage
- Company information available at the front entrance

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

- Company name/logo in all media information including social media, website, print advertising, and radio advertising
- 1 company banner (that you provide) will be in a key location at the event
- Vendor location to advertise company
- Logo on event shirts
- Logo on all event signage



## Holiday Open House (November 21, 2024)

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

- Company name appearing with the event name
- Company name in all media information including social media, website, print advertising, and radio advertising
- 3 company banners (that you provide) will be in key locations throughout the event
- Prominent vendor location to advertise company
- Logo on event shirts
- Logo on all event signage

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

- Company name/logo in all media information including social media, website, print advertising, and radio advertising
- 1 company banner (that you provide) will be in a key location at the event
- Vendor location to advertise company
- Logo on event shirts
- Logo on all event signage

### Silver Sponsor (\$500) - Four Available

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

### Bronze Sponsor (\$250) - Unlimited

- Company yard sign (that you provide) will be in a key location at the event
- Company logo posted in Facebook event

### Other Sponsorship Opportunities

- Friend of the Festival (\$100) - For Individuals Only

### Silver Sponsor (\$500) - Six Available

- Company name/logo in all media information including social media, website, print advertising, and radio advertising
- Logo on event shirts
- Yard sign w/ logo in event area

### Bronze Sponsor (\$250) - Unlimited

- Company yard sign (that you provide) will be in a key location at the event
- Company name/logo in all media information including social media, website, and print advertising

### Other Sponsorship Opportunities

- Stage Sponsor (\$2,000) - Two Available
- Friend of the Festival (\$100) - For Individuals Only

\*\*Call Main Street for details.

### Silver Sponsor (\$500) - Six Available

- Company name/logo in all media information including social media, website, print advertising, and radio advertising
- Logo on event shirts
- Yard sign w/ logo in prominent area

### Bronze Sponsor (\$250) - Unlimited

- Company yard sign (that you provide) will be in a key location at the event
- Company name/logo in all media information including social media, website, and print advertising

### Other Sponsorship Opportunities

- Friend of the Festival (\$100) - For Individuals Only



**Americus Main Street** (located inside City Hall)  
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Americus, GA 31709  
(229) 924-4411 ext. 247  
qwillis@americusga.gov

## 2024 Downtown Americus First Friday events and the Downtown Beach Party & Luau

Sponsorship levels below are available for each First Friday and the Beach Party. Please indicate on the order form which First Friday you would like to sponsor. - i.e. October's First Friday.



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

- Company name included with event
- Logo on all print and digital advertising and Playbills
- Company name in all media information, including website/social media
- 2 company banners (that you provide) will be in key locations throughout the event
- Prominent vendor location to advertise company

### Gold Sponsor (\$250) - Two Available

- 1 company banner (that you provide) will be in a key location throughout the event
- Prominent vendor location to advertise company
- Logo on all print and digital advertising and Playbills
- Company logo in all media information, including website/social media

### Silver Sponsor (\$100) - Four Available

- Vendor location to advertise company
- Logo on all print and digital advertising Playbills
- Company logo in all media information, including website/social media



## Americus Christmas Parade (December 5, 2024)

Sponsorships will go toward the purchase of additional Christmas decorations for downtown.

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

- Company name included with event
- Logo on all print and digital advertising
- Company name in all media information, including website/social media
- Option to be Parade Grand Marshal
- 2 company banners on the sides of the Americus Street Trolley
- Prominent viewing location
- Recognized over the speaker system by the parade announcer

### Gold Sponsor (\$500) - Four Available

- Logo on all print and digital advertising
- Company name in all media information, including website/social media
- Prominent unit entry and lineup next to the band
- Recognized over the speaker system by the parade announcer

### Silver Sponsor (\$250) - Unlimited

- Free parade entry
- Logo on all print advertising and digital playbills
- Company name in all media information, including website/social media

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