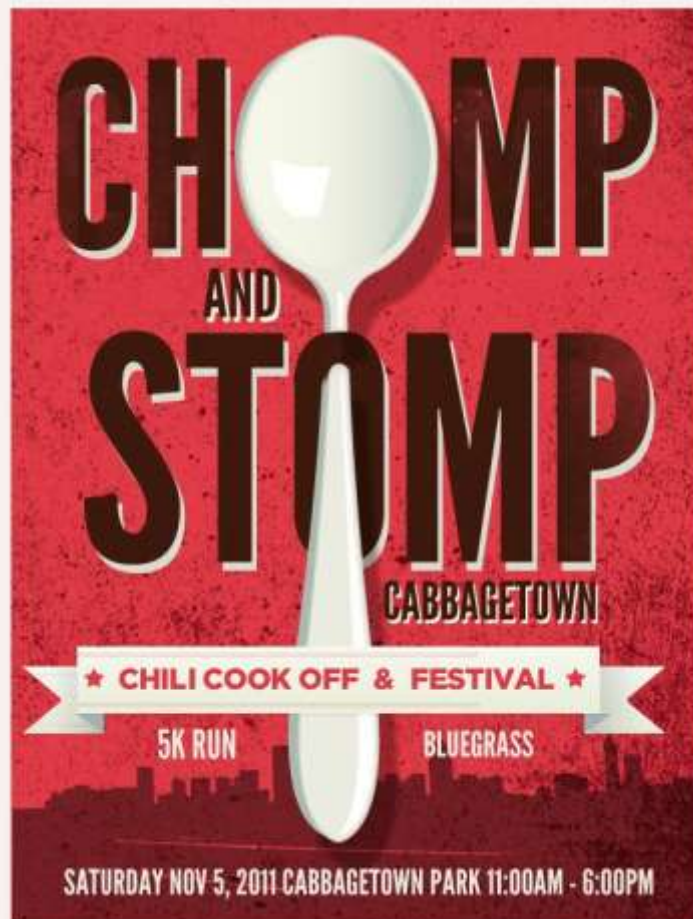


2011 Chomp and Stomp Chili Cook Off & Festival



SPONSORSHIP PROPOSAL



CHOMP AND STOMP SPONSORSHIP OPPORTUNITIES

Overview

Chomp and Stomp Chili Cook off and Festival celebrates its 9th year as one of Atlanta's most anticipated festivals. Fast-becoming THE fall festival not-to-miss, this fan favorite benefits the parks and public spaces in historic and diverse Cabbagetown. Over 20,000 guests attend this one-day festival that kicks off bright and early with the Romp & Stomp 5k run, continues with a fiercely competitive chili cook-off between amateurs and local restaurateurs, and concludes with some of the nation's best bluegrass music setting the atmosphere for shopping at the artist booths and playing games in the park.

Why Support Chomp & Stomp?

Cabbagetown is Atlanta's first National Landmark Historic District and boasts a colorful history. For many years, that history did not include a secure green space for children to play safely and for neighbors to gather and relax. While many goals have been achieved around these ideas, it is a long way from finished. For almost ten years, residents have banded together to raise crucial funds for the development and maintenance of the parks and green spaces in Cabbagetown.

Chomp & Stomp sponsors are the largest source of those funds.

The Cabbagetown neighborhood has a very long history of perseverance and recovery from obstacles. The Atlanta Rolling Mill was destroyed after the Battle of Atlanta and on its site the Fulton Bag and Cotton Mill began operations in 1881. Cabbagetown was built as the surrounding mill town and was one of the first textile processing mills built in the south.

In April 1999 a 5-alarm fire severely damaged the east building of the Fulton Cotton Mill, which was being renovated and several nearby homes were destroyed. Incredibly, a tornado in March 2008 damaged parts of the loft complex and many of the historic homes and businesses in Cabbagetown. These setbacks have made the neighborhood and the camaraderie amongst residents stronger than ever. The importance of secure green spaces within the vicinity is more imperative than ever as so many families have committed to strengthening and protecting this Atlanta landmark. Funds raised by the 501(c3) non-profit Cabbagetown Initiative Community Development Corporation (CICDC) are used for park maintenance and repairs, general clean-up, and as an emergency repair fund to assist non-insured residents in need of vital home repairs. This fund was so important after the 2008 tornado damaged so many homes in the neighborhood. The all-volunteer Board of Directors of the CICDC approves all projects and administers the funds.

What Have Other Businesses Experienced?

"We so look forward to Chomp and Stomp each year! Having been a sponsor of several previous festivals, we have seen tremendous results by doing so. The exposure during the event connects us closer to our community and introduces us to the thousands of visitors from around Atlanta. This has been the results of increased sales after the event. We are not only able to target our key market, but we are able to provide invaluable support to a vital and vibrant intown community. Chomp and Stomp sponsorship has been one of the top keys to our continued business success."

-Chris, Barb, and HJ

*Owners of
Milltown Tavern
in Cabbagetown*



Chomp & Stomp

Chili Cook off and Bluegrass Festival
Saturday, November 5, 2011

8am: Romp & Stomp 5k begins

11am: Festival officially opens with music, food vendors and artist market

12:30pm: Chili tasting begins ... be there or be hungry!

6 pm: Chomp & Stomp 2011 is over.... until next year!

Previous musical acts on the Main Stage have included: *Dappled Greys, Pea Ridge Ramblers, Peachtree Station, Joyce Brookshire, Packway Handle (Athens), Smokey's Farmland, Lovell Sisters (Calhoun), Honey Dewdrops (Virginia), Jacktown Ramblers (Mississippi), & Slackey Family (Austin TX).*

The Fur Bus shuttle and Atlanta Bike Coalition Bike Valet will return again this year! Shuttles will pick-up and drop-off at King Memorial Station between 11am and 6:30pm.

Esther Peachy Lefevre Park will have a stage and will be expanded into a dedicated kids area including appearances from Imperial Opa Circus and, for the first time this year, Zoo Atlanta.

Celebrity Judges Include:

Kevin Rathbun (Rathbuns)

Hector Santiago (Pura Vida)

Julia LeRoy (LeRoy's Fried Chicken)

Shane Devereaux (Top FLR)

Who Attends?

In nine years, the organizers of Chomp & Stomp have developed an incredibly loyal fan base from a group of neighborhood regulars to over 20,000 Atlantans.



2011 expected attendance: over 25,000

*Chili Cook-off participants:
30 restaurants including celebrity chefs
100 individuals cooks*

20 bands on 3 stages

75 artists in the Artist Market

Increase in attendance: 20%+ increase in attendance year over year for 9 years running

Demographics: Although attendees come from all age groups, the vast majority (85%) are in the 21-45 year old demographic and generally consist of a 60% male / 40% female breakdown



*2011 Estimated Attendance:
Over 20,000*

Location: Over 75% of attendees live in the surrounding neighborhoods of Cabbagetown, Grant Park, Inman Park, East Atlanta, Midtown, and Decatur. The remaining 25% travel from a broad range of zip codes across the metro Atlanta area

Experience: Over 90% of previous attendees polled said that they were very likely to attend the festival in future years and all rated their experience as very good or higher

\$10,000 PRESENTING SPONSOR

- only one sponsorship opportunity available for this level

- **Directional Banners:** Company Name and/or logo on each of 4 large directional banners and at least 10 post/flag banners
- **Company name and/or logo on the main stage** (*i.e., "The Acme Stage" or "Mainstage, Presented by Acme"*)
- **Full-page ad in Festival Program** (*print qty: approx. 15,000; free copy given to each guest*)
- **Logo/click ad with business name and logo on www.chompandstomp.com for one year**
- **Referral to your Facebook page from Chomp and Stomp Facebook page with acknowledgement of sponsorship**
- **Logo on Chomp and Stomp commemorative beer cup**
- **Logo and business name on race t-shirt** (*1,000 runners participate*)
- **Logo on Chomp and Stomp event poster**
- **Twenty Chili Tasting spoons for your guests**
- **Twenty Chomp and Stomp festival t-shirts for your guests**
- **Item included in Romp and Stomp race goodie bags** (*must provide 600 items*)
- **One promotional table or tent at event with prime location**
- **Business name listed in November issue of Cabbagetown Neighbor newsletter** (*delivered to hundreds of residents and local businesses and restaurants*)

\$5,000 BANNER SPONSOR

- multiple sponsorship opportunities for this level

- Directional Banners: Company Name and/or logo on each of 4 large directional banners and at least 10 post/flag banners
- Half-page ad in Festival Program (*print qty: apprx. 15,000; free copy given to each guest*)
- Logo/click ad with business name and logo on www.chompandstomp.com for one year
- Referral to your Facebook page from Chomp & Stomp Facebook page with acknowledgement of sponsorship
- Logo on Chomp & Stomp commemorative beer cup
- Logo and business name on race t-shirt (*1,000 runners participate*)
- Logo on Chomp & Stomp event poster
- Ten Chili Tasting spoons
- Ten Chomp & Stomp festival t-shirts
- Item included in Romp & Stomp race goodie bags (*must provide 600 items*)
- One promotional table or tent at event in Artist Market
- Business name listed in November issue of Cabbagetown Neighbor newsletter (*delivered to hundreds of residents and local businesses and restaurants*)

\$5,000 MAINSTAGE SPONSOR

- only one sponsorship available

- Company name and/or logo on the main stage (*i.e., "The Acme Stage" or "Mainstage, Presented by Acme"*)
- Half-page ad in Festival Program (*print qty: approx. 15,000; free copy given to each guest*)
- Logo/click ad with business name and logo on www.chompandstomp.com for one year
- Referral to your Facebook page from Chomp & Stomp Facebook page
- Logo on Chomp & Stomp commemorative beer cup
- Logo and business name on race t-shirt (*1,000 runners participate*)
- Logo on Chomp & Stomp event poster
- Ten Chili Tasting spoons for your guests
- Ten Chomp & Stomp festival t-shirts for your guests
- Item included in Romp & Stomp race goodie bags (*must provide 600 items*)
- One promotional table or tent at event in Artist Market
- Business name listed in November issue of Cabbagetown Neighbor newsletter (*delivered to hundreds of residents and local businesses and restaurants*)

\$2,500 ARMBAND SPONSOR - *only one sponsorship available*

- Company name and/or logo on every armband distributed for the festival
- Quarter-page ad in Festival Program (*print qty: approx. 15,000; free copy given to each guest*)
- Logo/click ad with business name and logo on www.chompandstomp.com for one year
- Logo on Chomp & Stomp commemorative beer cup
- Logo and business name on race t-shirt (*1,000 runners participate*)
- Logo on Chomp & Stomp event poster
- Eight Chili Tasting spoons for your guests
- Eight Chomp & Stomp festival t-shirts for your guests
- Item included in Romp & Stomp race goodie bags (must provide 600 items)
- One promotional table or tent at event in Artist Market
- Business name listed in November issue of Cabbagetown Neighbor newsletter (delivered to hundreds of residents and local businesses and restaurants)

\$2,500 KIDS PARK & ACTIVITY SPONSOR

- only one sponsorship available

- Company name and/or logo on banner in park and mention at all children's activities
- Quarter-page ad in Festival Program (*print qty: approx. 15,000; free copy given to each guest*)
- Logo/click ad with business name and logo on www.chompandstomp.com for one year
- Logo and business name on race t-shirt (*1,000 runners participate*)
- Logo on Chomp & Stomp event poster
- Eight Chili Tasting spoons for your guests
- Eight Chomp & Stomp festival t-shirts
- Item included in Romp & Stomp race goodie bags (must provide 600 items)
- One promotional table or tent at event (business to provide tent/table)
- Business name listed in November issue of Cabbagetown Neighbor newsletter (delivered to hundreds of residents and local businesses and restaurants)

\$1,000 5-ALARM SPONSOR

- Business card ad in event program (*approx print qty 15k; free copy given to all*)
- Logo/click ad with business name and logo on www.chompandstomp.com for one year
- Logo on Chomp & Stomp commemorative beer cup
- Logo and business name on race t-shirt (*1,000 runners participate*)
- Logo on Chomp & Stomp event poster
- Six Chili Tasting spoons for your guests
- Six Chomp & Stomp festival t-shirts for your guests
- Item included in Romp & Stomp race goodie bags (*must provide 600 items*)
- One promotional table or tent at event in Artist Market
- Business name listed in November issue of Cabbagetown Neighbor newsletter (delivered to hundreds of residents and local businesses and restaurants)

\$500 HOT SPONSOR

- Logo listed in event program (*approx print qty 15k; free copy given to all*)
- Business name with logo listed on www.chompandstomp.com for one year
- Logo on Chomp & Stomp event poster
- Logo and business name on race t-shirt (*1,000 runners participate*)
- Four Chili Tasting spoons
- Four Chomp & Stomp festival t-shirts
- Item included in Romp & Stomp race goodie bags (*must provide 600 items*)
- Business name listed in November issue of Cabbagetown Neighbor newsletter (delivered to hundreds of residents and local businesses and restaurants)

\$250 SPICY SPONSOR

- Business name listed in event program (*approx print qty 15k; free copy given to all*)
- Business name listed on www.chompandstomp.com for one year
- Logo and business name on race t-shirt (*1,000 runners participate*)
- Two Chili Tasting spoons
- Two Chomp & Stomp festival t-shirts
- Item included in Romp & Stomp race goodie bags (*must provide 600 items*)
- Business name listed in November issue of Cabbagetown Neighbor newsletter (delivered to hundreds of residents and local businesses and restaurants)

