

Single Event/Bundled Sponsorship:

This option does not include July 4th or Picnic in the Park.

	1-Event \$250	3-Event \$500	Series \$1,000
Recognition in Town Herald as event sponsor	✓	✓	✓
<u>Event Access:</u> interaction with residents, display of business banner, recognition by MC, table and tent provided	✓	✓	✓
Choice: Movie Nights (7-8) or Summer Concert Series (5)			✓

Holiday Monument Sponsorship:

Our community consists of 12 subdivisions, each with an entrance monument. Each monument is decorated for the holiday season from December 1st - January 1st. Decorations are purchased, set-up, removed and retained by the Legacy Park HOA.

Monument Sponsorship: \$500

- Mention in 1/2 page ad in the Town Herald Newsletter
- Yard sign with business logo as part of the monument/decor



Contact Information:

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2018 Sponsorship Brochure

Event sponsorship is an ideal way to reach our residents, your customers, on a large scale and in a purposeful, personalized way. Legacy Park is the largest community neighborhood in the heart of Kennesaw, Georgia; consisting of more than 1/3 of the city's population and is host to **more than 50 events** annually. With 2,000 homes, Legacy Park is Kennesaw's premier neighborhood and takes great pride in its family-friendly, small town atmosphere. Nature trails, streams, towering oaks and abundant wildlife are part of this town park community which enhances the spirit of Legacy Park.

Legacy Park Amenities:

- 117-Acre Town Park
- Miles of trails
- 17-Acre Town Green
- Club House
- Bandstand
- Amphitheater
- 12 Parks
- Beautiful Bridges
- Picnic Groves
- Abundant Wildlife
- 4 Swimming Pools
- 12 Tennis Courts
- Baseball Field
- T-Ball & Coach Pitch
- Youth Soccer
- Swim Team
- Lacrosse
- Basketball
- Adult Kickball
- Beach Volleyball

Community Profile:

Number of Residents: ~7,000
 Average Home Value: \$260,000
 Home Price Range: \$185,000 - \$600,000

Annual Sponsorship: Get Results!

The more our residents see your business name, the greater the impact. Businesses who develop a comprehensive plan for the year and maintain a presence get the **results!** Advertising in Legacy Park is about developing and maintaining a loyal relationship with our residents; your **customers**.

	Platinum \$5,000	Gold \$4,000	Silver \$3,000	Bronze \$2,500
Category exclusivity except July 4th and Picnic in the Park *	✓			
50% Discount on Gold Sponsorship for July 4th and Picnic in the Park ** (\$1,250 value)	✓			
25% Discount on Gold Sponsorship for July 4th and Picnic in the Park (\$625 value)		✓		
12- months advertising in LP app (\$120 value)	✓			
6-months advertising in LP app (\$60 value)		✓		
Spotlight article in Town Herald Newsletter	✓	✓	✓	
Business logo on the Legacy Park website	✓	✓	✓	
Advertising in the New Resident Packet	✓	✓	✓	✓
Recognition in Town Herald as event sponsor	✓	✓	✓	✓
<u>Event Access</u> : interaction with residents, display of business banner, recognition by MC, table and tent provided	✓	✓	✓	✓

* Contact the Legacy Park Activities Director about exclusivity categories

** Annual sponsorship **excludes** July 4th and Picnic in the Park.



July 4th Sponsorship:

Our **Spirit of America Celebration** is the biggest party in Kennesaw with a live band, numerous carnival rides/games, food trucks and the best fireworks show around. This event attracts between 2,000-5,000 residents and guests from all over the greater Atlanta Metro area.

	Gold \$1,500	Silver \$1,000	Bronze \$750
Full page, full color ad in the July Town Herald Newsletter (\$675 value)	✓		
1/2 page, full color ad in the July Town Herald Newsletter (\$375 value)		✓	
20x20 high peak tent and table for promotion (\$200 value)	✓		
10x10 tent and table for promotion (\$100 value)		✓	
Business logo on the Legacy Park website	✓	✓	✓
10 guest passes for you, your family, friends (\$50 value)	✓	✓	✓
Reserved table near stage with seating for 10 (\$100 value)	✓	✓	✓
Food vouchers for 10 (\$120 value)	✓	✓	
Recognition in Town Herald as event sponsor	✓	✓	✓
<u>Event Access</u> : interaction with residents, display of business banner, recognition by MC, table and tent provided	✓	✓	✓

Picnic in the Park Sponsorship:

Held in October, **Picnic in the Park** is our second largest event, often referred to as the *Mini-4th* with another live band and large fireworks display, and attracts 1,000-2,000 residents and guests.

	Gold \$1,000	Silver \$750	Bronze \$500
1/2 page ad in October Town Herald (\$375 value)	✓		
Business logo on the Legacy Park website	✓	✓	
10 guest passes for you, your family, friends (\$50 value)	✓	✓	
10x10 tent and table for promotion (\$100 value)	✓	✓	✓
Recognition in Town Herald as event sponsor	✓	✓	✓
<u>Event Access</u> : interaction with residents, display of business banner, recognition by MC, table and tent provided	✓	✓	✓