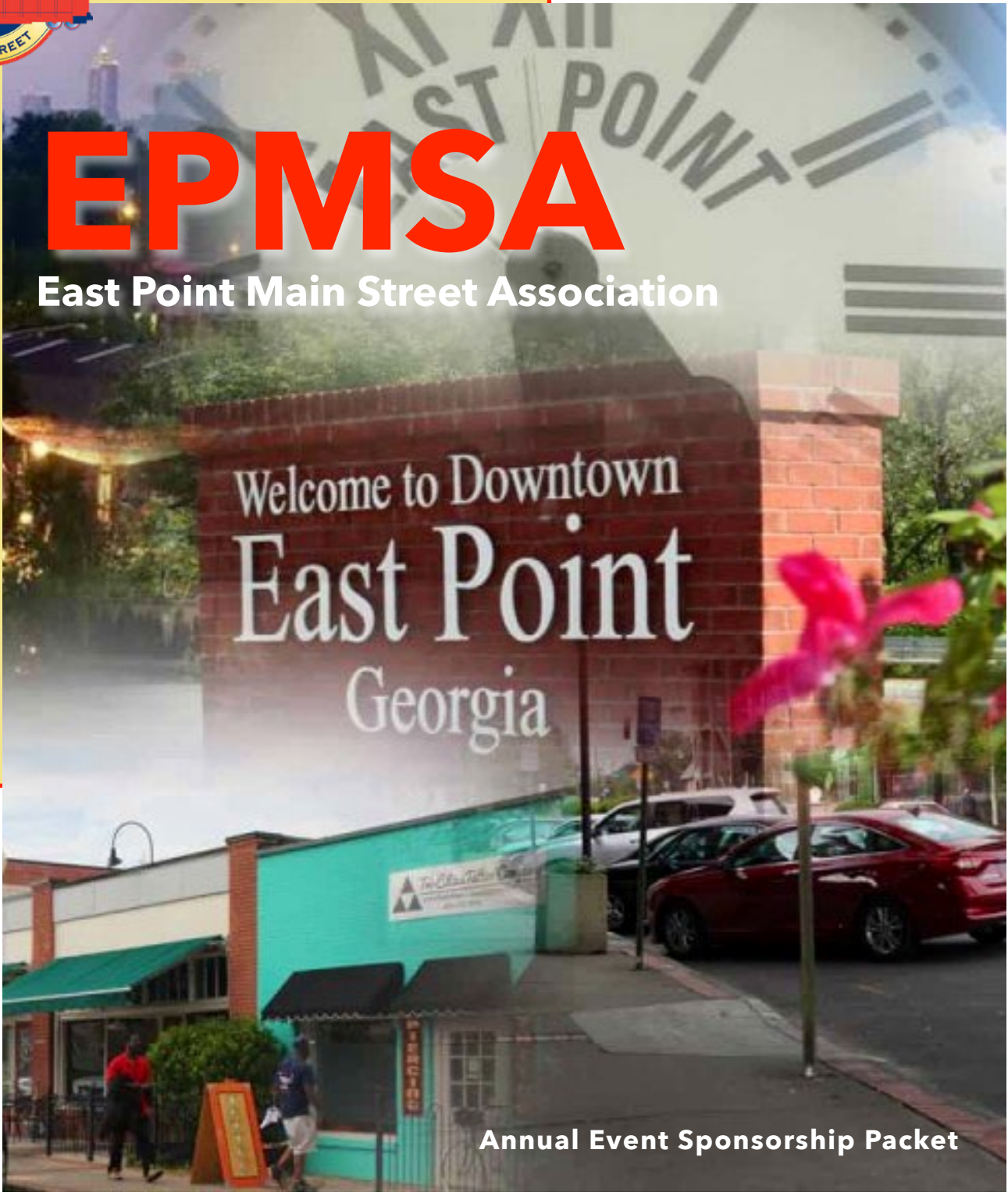




EPMSA

East Point Main Street Association



Annual Event Sponsorship Packet

Mission: Preserving and enhancing the downtown area as the heart of East Point, communicating a sense of place, community pride and heritage, while providing for a successful business and residential environment.



WHO WE ARE...

The East Point Main Street Association (EPMSA) is a downtown revitalization organization. The Downtown area is the heart of our community—the core of our city’s heritage, tourism, community identity, and the central location for all Main Street events. The EPMSA’s mission is to draw attention to the downtown district for the purpose of enhancing the lives of its residents, promoting a sense of community, drawing regional interest to the downtown area, fostering relationships amongst business owners, and promoting economic growth and development. Our Board of Directors is comprised of East Point residents who volunteer their time, talent, creativity, and energy to drawing people to the downtown area. These residents are business owners, community stakeholders, and professionals who have a vision for East Point and are committed to the revitalization and sustainability of the downtown area. Downtown is a place that we can ALL call our OWN. Your generous support is essential to the spirit and livelihood of our city and the continuation of The East Point Main Street Association. An investment in EPMSA is an investment in our community, its future, and the spirit of East Point’s residents.



WHAT WE DO...

We Present 3 Major Events each Year:

- Taste at East Point (Spring - 1st weekend in May)
- Salute to the Red, White and Blue Hometown Celebration (Summer- July 4th)
- Destination East Point (Fall-3rd weekend in September)

We Provide a Weekly Farmer’s Market (Wednesday)

We Participate in revitalization efforts through community beautification initiatives like Pick A Point.

We Engage with Business Owners and other community groups to increase the visibility of East Point throughout the metro Atlanta area, spurring growth and building a sense of ownership in our neighborhoods and Central Business District.

OUR PROGRAMS



Date: Saturday, May 4, 2019 | 1PM—9PM

Estimated Attendance: 5,500+

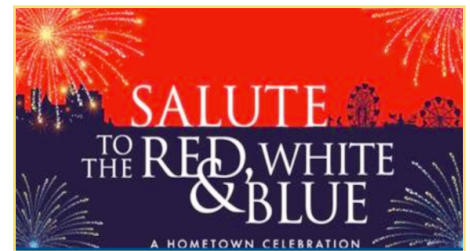
Focus: South Metro Food Scene—Restaurants, Food Trucks, Caterers Local Artists And Musicians

This is a fun and eclectic event to kick off Spring, showcase our local talent and attract tourists and locals from surrounding areas to explore and savor what the South Metro has to offer in food, art and music.

Date: Thursday, July 4, 2019 5pm to 11pm; Fireworks at 9:30pm

Estimated Attendance: 30,000+

**Focus: July 4th Holiday Celebration
Largest Digital Fireworks Display In the South Metro**



This is the Flagship of EPMSA's offerings - our largest event, boasting thousands of attendees and getting larger every year. People from all over the South metro area gather downtown to celebrate the holiday. They come for the carnival rides, live music, and multitude of vendors. When the sun sets, the sky lights up with the largest digital fireworks display in South Fulton County.

Date: Saturday, September 21, 2019 1pm to 7pm

Estimated Attendance: 5,000+

Focus: Community Harvest Event



Our Fall Event is a throwback to small-town harvest fairs. It's purpose is to showcase our diverse community pursuits, with booths manned by local businesses, community organizations and artisans. We have plenty of ways for our neighbors to get involved with a chili cook-off, pie-baking competition, and kids gaming zone.

SPONSORSHIP INFORMATION



EPMSA works with a variety of organizations to market our programs, including the Atlanta Convention and Visitors Bureau (ACVB) and a variety of radio stations and print publications. Our marketing efforts include Radio, TV, Print, Billboard Signage and social media networking and email marketing.

PRODUCER: \$25,000

- Prominent Logo Display and Name Mention at each event
- 10 x 20 prime booth location at each event
- 4th of July Sponsorship Tent Access
- Sponsorship parking at each event
- Company identified on marketing materials for all events
- Sponsorship recognition during kick-off, breaks and closing at each event
- Company listed as "Producing Sponsor" on website and social media outlets.

FIREWORKS SPONSOR: \$20,000

- Prominent Logo Display and Name Mention at the 4th of July event
- 10 x 20 prime booth location at the 4th of July event
- 4th of July Sponsorship Tent Access
- Sponsorship parking at the 4th of July each event
- Company identified on marketing materials for the 4th of July event
- Sponsorship recognition during kick-off, breaks and closing at the 4th of July event

PLATINUM LEVEL: \$15,000

- Prominent Logo Display and Name Mention at each event
- 10 x 20 booth location at each event
- 4th of July Sponsorship Tent Access
- Sponsorship parking at each event
- Company identified on marketing materials for all events
- Sponsorship recognition during kick-off, breaks and closing at each event
- Company listed as "Platinum Sponsor" on website and social media outlets.

GOLD LEVEL: \$10,000

- Prominent Logo Display and Name Mention at each event
- 10 x 10 booth location at each event
- Sponsorship parking at each event
- Company identified on marketing materials for all events
- Sponsorship recognition during kick-off and closing at each event
- Company listed as "Gold Sponsor" on website and social media outlets.

SILVER LEVEL: \$5,000

- Prominent Logo Display and Name Mention at each event
- 10 x 10 booth location at each event
- Sponsorship parking at each event
- Company identified on marketing materials for all events
- Sponsorship recognition during kick-off and closing at each event

BRONZE LEVEL: \$2,500

- Prominent Logo Display and Name Mention at each event
- 10 x 10 booth location at each event
- Sponsorship parking at each event
- Company identified on marketing materials for all events
- Sponsorship recognition during kick-off and closing at each event

SPONSORSHIP INFORMATION



PATRON: \$1,000

- Prominent Logo Display and Name Mention at one event (excluding 4th of July)
- 10 x 10 prime booth location at one event
- Sponsorship parking at one event
- Company identified on marketing materials for selected event
- Sponsorship recognition during kick-off, and closing at selected event
- Social media mentions

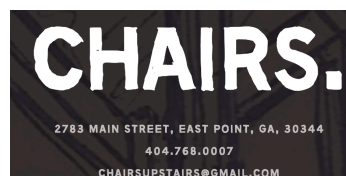
FRIEND OF MAIN STREET: \$500

- Prominent Logo Display and Name Mention at one event (excluding 4th of July)
- 10 x 10 booth location at one event
- Sponsorship parking at one event
- Sponsorship recognition during kick-off, and closing at selected event
- Social media mentions

NEIGHBORHOOD BOOSTER: \$250

- Internet listing of among event sponsors on for all events
- 10 x 10 booth location at each event
- Open to Neighborhood Associations and residents
- Sponsorship parking at each event
- Social media mentions

CURRENT AND FORMER SPONSORS



EPMSA Sponsorship Form



This form is fillable. Click next to each line item.

Company Name:

Contact Name:

Contact Phone:

Email Address:

Street Address:

City:

State:

Zip:

Sponsorship Level:

Donation Amount:

Please mail your check and this completed form to East Point Main Street Association | PO Box 91274| East Point, GA 30344

If interested in paying using PayPal, please contact to EPMSATreasurer@gmail.com for instructions.

Additional Comments:

For Questions email:EPMSATreasurer@gmail.com