

# CUMBERLAND ART FESTIVAL



## SPONSOR TODAY

### A UNIQUE OPPORTUNITY TO CONNECT WITH THE COMMUNITY THROUGH ART, MUSIC, AND CULTURE

The Cumberland Art Festival is a vibrant celebration of creativity, community, and culture. Set in the heart of Cumberland, this inaugural annual event will bring together local artists, performers, families, and businesses for a weekend of inspiration and connection. With a curated artist market, live entertainment, interactive Kid Zone, and delicious food vendors, the festival offers something for everyone.

#### AUDIENCE AND DEMOGRAPHICS

- Expected Attendance: 15,000–25,000 attendees over two days
- Family-oriented, community-focused attendees
- Majority from Smyrna, Vinings, and surrounding Cobb and Fulton County suburbs
- High levels of education and disposable income
- Strong interest in arts, culture, local businesses, and family friendly experiences

# SPONSORSHIP LEVELS

## PRESENTING SPONSOR

\$25,000 (2 available)

- “Cumberland Art Festival Presented by [Company Name]”
- Logo on all festival collateral (posters, banners, website, social)
- Recognition in stage announcements
- 10×10 activation space with tent, table, chairs included
- 4 social media posts
- Inclusion in newsletter
- 15 VIP passes
- 8 reserved parking spaces
- Opportunity to include branded item in giveaway bags

## VIP AREA SPONSOR

\$8,500 (1 available)

- Exclusive Category
- “VIP Lounge Presented by [Company Name]”
- Logo on VIP Area entrance banners
- Logo on website
- Logo on select festival collateral
- Activation space
- 3 social media posts
- Inclusion in newsletter
- 8 VIP passes
- 4 reserved parking spaces

## STAGE SPONSOR

\$15,000 (1 available)

- Exclusive Category
- “Entertainment Presented by [Company Name]”
- Logo on entertainment banner
- Logo on website
- Logo on select festival collateral
- 10×10 activation space
- 3 social media posts
- Inclusion in newsletter
- 8 VIP passes
- 4 reserved parking spaces

## GOLD

\$7,500 (4 available)

- Logo on website
- Logo on select festival collateral
- 10×10 activation space
- 2 social media posts
- Inclusion in newsletter
- 6 VIP passes
- 2 reserved parking spaces

## SILVER

\$2,500 (unlimited)

- Logo on website
- Logo on select festival collateral
- Social Media post
- 4 VIP passes
- 1 reserved parking space

## BRONZE

\$1,000 (unlimited)

- Logo on website
- Logo on select festival collateral
- Social media post
- 2 VIP passes