



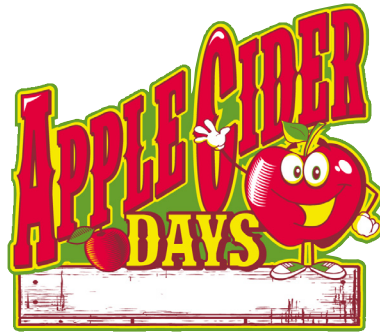
*Sponsorship* =  
Prime Marketing Opportunities  
for your business!



App. 80,000 visitors!  
Now in its 16th year!

**Spring**  
Brook Run Park  
4770 Georgia Way South  
Dunwoody GA 30338  
(N. Peachtree & Tilly Mill Roads)

APRIL



30,000 visitors growing!  
Introduced in 2013!

**Fall**  
Perimeter Mall  
4400 Ashford Dunwoody Road  
Dunwoody GA 30338  
(On the corner of Ashford Dunwoody  
Rd. & Perimeter Center West)

OCTOBER



## **DUNWOODY PRESERVATION TRUST — founded 1995**

**Vision:** *To create the optimal network between our community, public sector and non-profit sector for the promotion of local historic preservation*

**Mission:** *The Dunwoody Preservation Trust's mission is to identify and save the historic resources and heritage of Dunwoody, and to create opportunities for community members to interact with and understand our city's history in order to bridge generations and strengthen the ties that bind together our City.*

Since 1999, Dunwoody Preservation Trust has brought you Dunwoody's Lemonade Days — a five-day event that brings approximately 80,000 visitors to Brook Run Park.

In 2013, we added a fall festival at Dunwoody's Perimeter Mall that attracted more than 30,000 visitors — Apple Cider Days, a five-day festival of amusement rides and activities held on the Ashford Dunwoody side of the mall's parking lot.

These two events help the Dunwoody Preservation Trust to support and maintain the community's historical properties and its heritage. Fundraisers such as these have fostered educational programs and historical music programs, helped to maintain five local cemeteries, and saved the Cheek-Spruill House. Our main focus for the next few years will be to restore the historic Donaldson-Bannister Farm and turn it into a fabulous facility that can be shared by our community.

Each year, Dunwoody Preservation Trust seeks ways to entertain and delight thousands of children and their families, who eagerly look forward to Lemonade Days as one of the true highlights of Dunwoody's calendar of events. This event, featuring carnival rides and amusements and food is considered one of the City of Dunwoody's signature events. Now, our families can look forward to our Apple Cider Days in the fall, which we will strive to make another City of Dunwoody signature event!

One hundred percent of your sponsorship dollars go directly to support the preservation efforts of the Dunwoody Preservation Trust, a 501(c)3 organization staffed by hundreds of local citizen-volunteers.

Our sponsor benefits are amazing. Your company and brand will be exposed to approximately 80,000 people during the five-day event at Lemonade Days, and an additional 30,000-50,000 or more at Apple Cider Days. We encourage you to become a part of these great Dunwoody traditions and review the attached sponsorship materials. As a part of the Dunwoody community, your commitment as a sponsor is a real benefit to both of our organizations. Together, we will continue to preserve the wonderful historic values of Dunwoody.

PO Box 888658  
Dunwoody GA 30356-0658  
P:770-668-0401 F: 404-445-7949

[www.dunwoodypt.org](http://www.dunwoodypt.org)

# Sponsor Benefits

## **PARTNER** *(both events):* **\$20,000**

**A PARTNER SPONSOR enjoys unique brand awareness during Lemonade Days AND Apple Cider Days. Plus, the benefits of year-round Sponsorship with additional events presented by the Dunwoody Preservation Trust (DPT).**

- Sponsor/Brand activation, display of products and/or services with opportunity to conduct customized brand-enhancing activities throughout Lemonade Days and Apple Cider Days.
- Sponsor/Brand featured in all advertising and promotional materials for Lemonade Days and Apple Cider Days.
- Sponsor/Brand featured in Lemonade Days and Apple Cider Days Social Media marketing campaigns.
- Sponsor/Brand featured in Lemonade Days and Apple Cider Days, and DPT Websites.
- Maximum media and site exposure of both events — Lemonade Days and Apple Cider Days.
- Sponsor/Brand logo on Lemonade Days' Saturday Event Wristbands – the highest one day crowd throughout our Lemonade Days event.
- Sponsor/Brand logos on Banners for both events placed throughout the events.
- Sponsor/Brand name and logo on the Dunwoody Preservation Trust's Dunwoody 4th of July Parade banner.
- Sponsor/Brand tent and product distribution during Lemonade Days and Apple Cider Days.
- Sponsor/Brand recognition and announcements during Lemonade Days and Apple Cider Days.
- Opportunity for 10' x 10' on-site booth or tent
- Logo placement on shirts worn by staff and sold at events, including Lemonade Days and Apple Cider Days.
- Special Partner Recognition at VIP Lemonade Days event.
- 20 VIP Party/Opening event invitations for Lemonade Days VIP Event.
- 20 Carnival Ride Armbands for Lemonade Days event
- 10 Carnival Ride armbands for Apple Cider Days event

## **PRESENTING** *(both events):* **\$10,000**

**A PRESENTING SPONSOR will have full site and media exposure during Lemonade Days and Apple Cider Days.**

- Sponsor/Brand Logo featured on both event banners – Lemonade Days and Apple Cider Days.
- Sponsor/Brand Logo on Friday OR Sunday's Event Wristband used throughout that day's Lemonade Days event.
- Sponsor/Brand display of products and/or services with opportunity to conduct customized brand-enhancing activities throughout Lemonade Days and Apple Cider Days.
- Sponsor/Brand featured in Lemonade Days and Apple Cider Days Social Media marketing campaigns.
- Sponsor/Brand featured on Lemonade Days, Apple Cider Days, and DPT Websites.
- Sponsor/Brand signage for throughout both events: Lemonade Days and Apple Cider Days.
- Sponsor/Brand featured in all marketing and promotional materials for both events.
- Sponsor/Brand recognition and announcements during Lemonade Days and Apple Cider Days.
- Logo placement on shirts worn by staff and sold at events, including Lemonade Days and Apple Cider Days
- Sponsor/Brand name and logo on the Dunwoody Preservation Trust's Dunwoody 4th of July Parade banner.
- Opportunity for 10' x 10' on-site booth or tent
- Special Partner Recognition at VIP Lemonade Days event.
- 15 VIP Party/Opening event invitations for Lemonade Days VIP Event.
- 15 Carnival Ride Armbands for Lemonade Days Event.
- 7 Carnival Ride Armbands for Apple Cider Days Event.

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# Sponsor Benefits (cont.)

## **LEADING** (both events): **\$7,000**

**LEMONADE DAYS ONLY - \$5,000; APPLE CIDER DAYS ONLY - \$2,500**

**A LEADING SPONSOR will have their organization's name/logo featured on all promotional and advertising for the appropriate sponsored event(s).**

- Sponsor/Brand display of products and/or services with opportunity to conduct customized brand-enhancing activities throughout the sponsored event(s).
- Sponsor/Brand featured on banners displayed at the above sponsored event(s).
- Sponsor/Brand featured in advertising, marketing, and promotional materials of above sponsored events.
- Sponsor/Brand recognition and announcements during above sponsored event(s).
- Sponsor/Brand recognition on appropriately sponsored Lemonade Days or Apple Cider Days event T-shirts
- Opportunity for 10' x 10' on-site booth or tent
- 10 VIP Party/Opening event invitations for Lemonade Days VIP Event if sponsoring Lemonade Days
- 5 VIP Party/Opening event invitations for Lemonade Days VIP Event if sponsoring Apple Cider Days
- 10 Carnival Ride Armbands at Lemonade Days for sponsorship of Lemonade Days event.
- With sponsorship of Apple Cider Days – 5 Apple Cider Days Carnival Ride Armbands.

## **FEATURED** (both events): **\$3,500**

**LEMONADE DAYS ONLY - \$2,500; APPLE CIDER DAYS ONLY - \$1,500**

- Sponsor/Brand logo on specific sponsored event ads & promotional materials
- Sponsor/Brand displayed on DPT sponsored event website
- Name/logo printed on sponsored event souvenir t-shirts
- Opportunity for 10' x 10' on-site booth or tent
- 8 VIP Party/Opening event invitations for Lemonade Days VIP Event if sponsoring Lemonade Days
- 4 VIP Party/Opening event invitations for Lemonade Days VIP Event if sponsoring Apple Cider Days
- 8 Lemonade Days Carnival Ride Armbands with sponsorship for Lemonade Days event
- With Sponsorship of Apple Cider Days - 3 Apple Cider Days Carnival Ride Armbands

## **GOLD** (both events): **\$2,000**

**LEMONADE DAYS ONLY - \$1,500; APPLE CIDER DAYS ONLY - \$1,000**

- Opportunity for 10' x 10' on-site booth or tent
- Name/logo displayed on appropriate event Website as sponsored
- Name/logo displayed on banners at appropriately sponsored event
- Name/logo printed on souvenir t-shirts for appropriately sponsored event
- 6 VIP Party/Opening event invitations at Lemonade Days VIP Event with Lemonade Days Sponsorship
- 3 VIP Party/Opening event invitations at Lemonade Days VIP Event with Apple Cider Days Sponsorship
- 6 Lemonade Days Carnival Ride Armbands for Lemonade Days event
- With Sponsorship of Apple Cider Days - 2 Carnival Ride Armbands.

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# Sponsor Benefits (cont.)

## **SILVER** (both events): **\$1,500** LEMONADE DAYS ONLY - \$1,250; APPLE CIDER DAYS ONLY - \$500

- Name/logo printed on souvenir t-shirts for appropriately sponsored event
- Website recognition on appropriately sponsored event
- DPT magnet indicating your sponsorship for display at your local business
- 4 VIP Party/Opening event invitations for Lemonade Days VIP Event
- 4 Lemonade Days carnival ride armbands for Lemonade Days Event Sponsorship

## **BRONZE** (both events): **\$1000** LEMONADE DAYS ONLY - \$750; APPLE CIDER DAYS ONLY - \$350

- Name/logo printed on appropriately sponsored souvenir t-shirts
- DPT magnet indicating your sponsorship for display at your local business
- 2 VIP Party/Opening event invitations Lemonade Days VIP Event with sponsorship
- 2 carnival ride armbands for sponsored event(s).

## **Sponsor Year-Round Promotion and Recognition:**

### **Partner, Presenting, and Leading Sponsors:**

- Logo Links from Dunwoody Preservation Trust, Lemonade Days, & Apple Cider Days websites
- Logo placement on quarterly newsletters sent to all DPT members

### **Featured & Gold Sponsors:**

- Lemonade Days &/or Apple Cider Days website placement with link to your Company website based on event sponsored

### **ALL Sponsors:**

- Sponsor Thank You Ad in in Dunwoody Crier
- Advertising mentions in Dunwoody Crier & event marketing
- Logos and/or Company name on Lemonade Days and/or Apple Cider Days websites based on event sponsorship.
- Flyers will be distributed in local retail outlets & to schools

*Let's get creative! Bring your own ideas for branding opportunities that suit your business!*

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