



Lemonade Days Sponsorship Prime Marketing Opportunities For Your Business

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 heritage of Dunwoody, and to create opportunities for community members to interact with and to 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 Lemonade Days. A five day City of Dunwoody Signature Event that brings approximately 80,000 visitors to Brooke Run Park. From thrilling carnival rides and amazing food and beverage to an artesian Country Store and a Peak Performance Racing Series 5K Run, there is something for everyone no matter what the age and that means prime marketing opportunities for your business.

Our sponsor benefits are amazing. Your company and brand will be exposed to thousands of festival goers during the five days and in advertising and social media campaigns prior and website brand identification for a year following the event. This year 100 percent of your sponsorship money will go towards the revitalization of The Donaldson Bannister Farm on the corner of Vermack and Chamblee Dunwoody Roads.

We encourage you to be an active part in this great Dunwoody tradition. Be a sponsor and together we will continue to make progress for our city through preservation.

Dunwoody Preservation Trust, LLC 501(c)(3)
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P: 770-668-0401 F: 404-445-7949
www.dunwoodypt.org dunwoodylemonadedays.org

Sponsor Benefits

PARTNER

\$20,000

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

- Sponsor/Brand activation, display of products and/or services with the opportunity to conduct customized brand-enhancing activities throughout Lemonade Days.
- Sponsor/Brand featured in all advertising and marketing materials.
- Sponsor/Brand featured on Social Media marketing campaign.
- Sponsor/Brand logo featured on Lemonade Days and DPT website.
- Maximum media and site exposure.
- Sponsor/Brand logo on Saturday Event Wrist Bands- highest one day crowd throughout the festival.
- Sponsor/Brand logo on on-site event banner.
- Sponsor/Brand name and logo on Dunwoody Preservation Trust 4th of July Parade banner.
- Sponsor/Brand booth and product distribution during festival.
- Sponsor/Brand recognition and announcements during festival.
- Lemonade Days Sponsor store front window decal.
- Opportunity for 10' x 10' on-site booth.
- Logo placement on official festival shirts worn by staff and sold.
- Special Partner Recognition at VIP Event.
- 20 VIP Party/Opening Event invitations.
- 20 Carnival Ride Armbands.

PRESENTING

\$10,000

A PRESENTING SPONSOR will have full site and media exposure during the five day event.

- Sponsor/Brand logo on site event banner.
- Sponsor/Brand logo on Friday OR Sunday's Event Wristband used throughout that day's event.
- Sponsor/Brand activation, display of products and/or services with the opportunity to conduct customized brand-enhancing activities throughout Lemonade Days.
- Sponsor/Brand featured on Social Media marketing campaign.
- Sponsor/Brand logo featured on Lemonade Days website.
- Sponsor/Brand signage throughout the event.
- Sponsor/Brand logo on on-site event banner.
- Sponsor/Brand featured in all marketing and promotional materials.
- Sponsor/Brand tent and product distribution during festival.
- Sponsor/Brand recognition and announcements during festival.
- Sponsor/Brand name and logo on Dunwoody Preservation Trust 4th of July Parade banner.
- Lemonade Days Sponsor store front window decal.
- Opportunity for 10' x 10' on-site booth.
- Logo placement on official festival shirts worn by staff and sold.
- Special Presenting Recognition at VIP Event.
- 15 VIP Party/Opening Event invitations.
- 15 Carnival Ride Armbands.

LEADING

\$5,000

A LEADING SPONSOR will have their organization's name/logo featured on all promotion materials and in advertising.

- Sponsor/Brand activation, display of products and/or services with the opportunity to conduct customized brand-enhancing activities throughout Lemonade Days.
- Sponsor/Brand logo featured on Lemonade Days website.
- Sponsor/Brand featured on banners displayed on-site.
- Sponsor/Brand recognition and announcements during festival.
- Sponsor/Brand featured in all advertising, marketing and promotional materials.
- Logo placement on official festival shirts worn by staff and sold.
- Lemonade Days Sponsor store front window decal.
- Opportunity for 10' x 10' on-site booth.
- 10 VIP Party/ Opening Event invitations.
- 10 Carnival Ride Armbands.

FEATURED

\$2,500

- Sponsor/Brand logo on specific sponsored events advertising and promotional materials.
- Sponsor/Brand logo featured on Lemonade Days website.
- Sponsor/Brand featured on banners displayed on-site.
- Logo placement on official festival shirts worn by staff and sold.
- Lemonade Days Sponsor store front window decal.
- Opportunity for 10' x 10' on-site booth.
- 8 VIP Party/Opening Event invitation.
- 8 Carnival Ride Armbands.

GOLD

\$1,500

- Sponsor/Brand logo featured on Lemonade Days website.
- Sponsor/Brand featured on banners displayed on-site.
- Logo placement on official festival shirts worn by staff and sold.
- Lemonade Days Sponsor store front window decal.
- Opportunity for 10' x 10' on-site booth.
- 6 VIP Party/Opening Event invitation.
- 6 Carnival Ride Armbands.

SILVER

\$1,250

- Sponsor/Brand logo featured on Lemonade Days website.
- Sponsor/Brand featured on banners displayed on-site.
- Logo placement on official festival shirts worn by staff and sold.
- DPT Magnet indicating your sponsorship.
- Lemonade Days Sponsor store front window decal.
- 4 VIP Party/Opening Event invitation.
- 4 Carnival Ride Armbands.

BRONZE

\$750

- Sponsor/Brand logo featured on Lemonade Days website.
- Sponsor/Brand featured on banners displayed on-site.
- Logo placement on official festival shirts worn by staff and sold.
- Lemonade Days Sponsor store front window decal.
- 2 VIP Party/ Opening Event invitation.
- 2 Carnival Ride Armbands.

Year Round Promotion and Recognition:

Partner, Presenting and Leading Sponsors:

- Logo links from Dunwoody Preservation and Lemonade Days websites.
- Logo placement on newsletters sent to all Dunwoody Preservation Trust members.

Featured and Gold Sponsors:

- Lemonade Days website placement with link to your company website.

ALL Sponsors:

- Sponsor Thank You Ad in Dunwoody Crier.
- Advertising Mentions in Dunwoody Crier and event marketing.
- Logos and/ or company name on Lemonade Days website.

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