



*A community of involved residents coming together to improve the quality of life in Mableton.*



# Taste of Mableton

**One Mableton, Stronger Together**

Hosted by  
**The Mableton Improvement Coalition**

**Saturday, April 2, 2022**  
**10:00 am to 5:00 pm**

**Mable House Arts Center**  
**5239 Floyd Rd SW, Mableton, GA 30126**

**MABLETON IMPROVEMENT COALITION**  
<https://www.mableton.org/>

PO Box 491  
Mableton, GA 30126

E-mail: [sponsor@mableton.org](mailto:sponsor@mableton.org)

## INTRODUCTION & OVERVIEW

The Mableton Improvement Coalition (MIC) is a membership-based, volunteer civic association working to protect and improve Mableton through advocacy. Since 2001, MIC's broader mission became supporting a community that is attractive to prospective residents and a place where current residents want to stay and raise their families. Now, MIC is leading the effort to redevelop Mableton, engaging the community, collecting feedback, and advocating on behalf of the community. Through all these efforts, MIC considers the local business community to be essential partners.

On April 2, 2022, the Mableton Improvement Coalition will host the Taste of Mableton with a theme - ***"One Mableton; Stronger Together."*** The Taste of Mableton realizes MIC's mission of promoting activities, enhancing communication, and facilitating initiatives that benefit the community's welfare and spirit. As such, the Taste of Mableton focuses on showcasing Mableton while bringing its residents, businesses, schools, leaders, civic organizations, and not-for-profits together in an inclusive and fun atmosphere.

The Taste of Mableton will deliver a sampling of "all things Mableton" to our attendees, presented as *a fusion of flavors, passion, people, culture, service, and lifestyles*. We will produce events showcasing Mableton's vast and diverse characteristics, starting with a parade. We believe showcasing our community is the most fabulous way to celebrate the uniqueness of Mableton. Mingling with our neighbors, celebrating each other as we explore the event's offerings is priceless. However, we recognize that our efforts would go even farther with you and your organization as one of our official corporate sponsors.

### Benefits of Sponsorship

The level of benefits will vary based on the type of sponsorship you choose, as shown in our offerings below. Still, the bottom line is that sponsorship offers you exposure for more than just lead generation. Today, connections that are authentic and meaningful resonate more with consumers.

Sponsorship at the Taste of Mableton will instantly raise brand awareness through brand placements throughout the event. But, it's more than logo exposure. We know that your target audience will comprise a large portion of our Taste of Mableton attendees. Your sponsorship affords you direct access to attendees and the opportunity for meaningful interactions, whether through conversations or brand recognition.

Short of hosting your own event, this is the perfect opportunity to interact with current and prospective patrons in a fun and casual atmosphere. In addition, being a Taste of Mableton sponsor lets you demonstrate your partnership with MIC and commitment to Mableton's sustainable growth, economic development, and education needs.

## SPONSORSHIP OPPORTUNITIES

### Presenting Sponsors - \$5,000

- "Presented By" sponsorship recognition in all advance signage and promotional Taste of Mableton materials.
- Priority placement of your company's banner on Event Day
- Prominent event space to market your company (Sponsor to provide banner)
- Interactive Display Ad or hyperlink on the event website
- Product samples/information in attendees' bags
- Interview with "live streaming" social media broadcasters
- Access to VIP Hospitality Suite -4 persons
- 4 VIP Parking spots

### Platinum Level – Specific event section naming rights - \$3,500

- Prominent placement of your company's banner in the sponsor section
- Event space to market your company (Sponsor to provide banner and booth/display for setup)
- Logo on the event website
- Marketing materials/coupons in attendees' bags
- Interview with "live streaming" social media broadcasters
- Access to VIP Hospitality Suite – 2 persons
- 2 VIP Parking spot

### MENU OF SECTIONS:

- Truck Stop – Food Truck Location
- Foodies' Court – Food Vendors Location
- Fun Town – Activities for the kids and families
- Public Safety Zone
- Civic Circle - Nonprofits
- Education Hall of Fame
- Exhibits Center
- Lifestyle Expressway – Health and Fitness Vendors
- Commodity Lane – Artisans & Products
- Service Blvd – Service Vendors

## Gold Level – Sponsor an Exhibit or Activity - \$2,500

- Logo featured on event materials as a specific level sponsor
- Names listed on event recognition materials
- Sponsor provided banner at event/activities location
- Sponsor provided Marketing Materials in attendees bags
- 1 VIP Parking spot

### MENU OF EVENTS/ACTIVITIES:

- Parade
- Sound Stage & LED Screen
- Rap with Your Rep
- Happy Trails Exhibit
- Mableton Talent on Display
- One Mableton Mural
- Social Media Interview Segments
- Water Stations/ Volunteer Refreshment Booths
- Volunteers' Vest & Shirts
- Portable Bathrooms
- Event Signage

## Silver Level – \$1,000

- Logo featured on event materials as a specific level sponsor
- Names listed on event recognition materials
- Sponsor provided Marketing Materials in attendees bags

## Bronze Level – \$500

- Logo featured on event materials as a specific level sponsor
- Names listed on event recognition materials

# SPONSORSHIP FORM

- Yes! I would like to be a sponsor for the Taste of Mableton
- I can't be a cash sponsor, but I want to participate. My In-Kind Donation \_\_\_\_\_
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## PLEASE CHECK APPROPRIATE SPONSORSHIP(S):

- Presenting Sponsor                      \$5,000
- Platinum Sponsor                      \$3,500    Event Section: \_\_\_\_\_
- Gold Sponsor                              \$2,500    Activity: \_\_\_\_\_
- Silver Sponsor                            \$1,000
- Bronze Sponsor                          \$500

## ORGANIZATION INFORMATION (please print clearly):

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## SPONSORSHIP LEVEL PAYMENT INFORMATION:

- Enclosed is check #: \_\_\_\_\_ Sponsorship Amount: \$ \_\_\_\_\_

To pay by online or credit card, please visit: <https://www.mableton.org/sponsorship/>

**If you pay online or by credit card, please complete and email the completed sponsorship form to: [sponsor@mableton.org](mailto:sponsor@mableton.org).**

**IF YOU PAY BY CHECK, MAIL COMPLETED SPONSORSHIP FORM ALONG WITH CHECK TO:**

Mableton Improvement Coalition  
Attn: Sponsorship  
PO Box 491  
Mableton, GA 30126