



# **TASTE OF MABLETON**

ONE MABLETON, STRONGER TOGETHER

## **2023 SPONSORSHIP PROGRAM**

**APRIL 15, 2023**

**10 AM- 5 PM**

**Mable House Complex**

**5239 Floyd Road SW, Mableton, GA 30126**

# 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 has been 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 15, 2023, the Mableton Improvement Coalition will host the Taste of Mableton with the 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 and celebrating each other as we explore the event's offerings is priceless. However, we recognize that our efforts would go further 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. However, 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.

Please note sponsorship packages are non-refundable. However, changes from one level to another may be accommodated at the sole discretion of Mableton Improvement Coalition.

**To sign-up for sponsorship, click [here](#).**

# Sponsor Benefits Chart

	Headliner (\$10,000)	Visionary (\$5,000)	Influencer (\$4000)	Motivator* (\$1000)
Name/logo alongside host for the event	✓			
Logo featured on MIC and ToM event website for 2023 as a Premier sponsor (Value \$1500)	✓			
Sponsor banner prominently displayed at the event (Sponsor to provide banner)	✓			
Inclusion of Logo on all event flyers, recognition materials	✓	✓		
Interview with "live streaming" social media broadcasters	✓	✓		
Logo on the MIC and ToM event website for 2023 as a Deluxe sponsor (Value \$500)		✓	✓	
Logo on ToM Event site	✓	✓		
Logo on MIC and ToM website for 2023 as a basic Sponsor (Value \$200)				✓
Name only on ToM Event site based on level			✓	✓
Free Booth (sponsor to provide own banner/display, and set up)	10x10 tent, a 6 ft table, and 2 chairs	8x8 tent, a 6 ft table, and 2 chairs	6 ft table, and 2 chairs	
Opportunity to speak at event/address attendees	✓			
VIP Park Spaces	4	3	2	1
Tickets to VIP Mixer	4	3	2	1
Shout out from Emcee/DJ	✓	✓	✓	✓
Marketing materials in attendees' bags	✓	✓	✓	✓
Logo on ToM Day of event materials	✓	✓	✓	✓
Name listed on event recognition materials according to sponsorship level	✓	✓	✓	✓

**Contributor Level** - represents "In-Kind" offerings which will include a donation of raffle prizes or general giveaways for attendees; sponsorship of breakfast, lunch, and breaks for volunteers; as well as other services as agreed upon by the MIC's planning committee.

# Sponsor Benefit Packages

## ***Title Sponsor: \$10,000 (Headliner)***

- Name alongside host for the event and inclusion of logo on all event materials
- Sponsor banner displayed at the event
- Featured in advertising for the event
- Logo featured on MIC and ToM event website for 2023 as a Premier sponsor (Value \$1500)
- Opportunity for Sponsor to speak at the event
- Marketing materials/coupons in attendees' bags
- 4 - VIP Parking Spots
- Booth with 10x10 tent, table & 2 chairs for sponsor display at the event (Sponsor responsible for providing own display content)
- 4 tickets to VIP Mixer

## ***Platinum Sponsor: \$5,000 (Visionary)***

- Prominent placement of your company's banner at the event
- Event space to market your company (Sponsor to provide banner and booth/display for setup)
- Logo on the MIC and ToM event website for 2023 as a Deluxe sponsor (Value \$500)
- Marketing materials/coupons in attendees' bags
- Interview with "live streaming" social media broadcasters
- 3 VIP Parking spots
- 3 tickets to VIP Mixer

## ***Gold Sponsor: \$4,000 (Influencer)***

- Event space with one table and two chairs to market your company (Sponsor to provide banner and booth/display for setup)
- Logo on the ToM event website and day of event materials
- Logo on the MIC and ToM event website for 2023 as a Deluxe sponsor (Value \$500)
- Marketing materials/coupons in attendees' bags
- Interview with "live streaming" social media broadcasters
- 2 tickets to VIP Mixer
- 2 VIP Parking spots

## ***Silver Sponsor: \$1,000 (Motivator)***

- Name on the ToM event website and day of event materials
- Logo on the MIC website for 2023 as a Basic sponsor (Value \$200)
- Marketing materials/coupons in attendees' bags

**You may sign-up for sponsorship by clicking on this [link](#).**