



TASTE OF MABLETON

ONE MABLETON, STRONGER TOGETHER

2024 SPONSORSHIP PROGRAM

APRIL 13, 2024

10 AM- 5 PM

Mable House Complex

5239 Floyd Road SW, Mableton, GA 30126

Parade starts at 9am

INTRODUCTION & OVERVIEW

On April 13, 2024, the Mableton Improvement Coalition (MIC) 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.

MIC is a membership-based, volunteer civic association working to protect and improve Mableton through advocacy. 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.

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. Attendance last year was over 6000. This year we are expecting 10,000.

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.

Proceeds benefit MIC education committee that provides support and grants to our local schools.

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

Sponsor Benefits - 2024

	Presenting (\$10,000)	Platinum (\$5,000)	Gold (\$3500)	Silver (\$2500)	Bronze (\$1000)
Name/Logo alongside host at the event	✓				
Pavilion Naming Rights:					
Foodies Court - Food Vendors SOLD	✓				
Family Fun Zone SOLD	✓				
The Marketplace – Non-Food Vendors		✓			
Education Pavilion (Mableton Schools)		✓			
Civic Circle – City/County/State Agencies			✓		
Faith Village – Churches SOLD				✓	
Service Row – Community Nonprofits				✓	
Public Safety Zone (near Civic Circle)			✓		
Logo prominently featured on MIC website as a MIC Premier Sponsor throughout 2024 (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 during event	✓	✓	✓		
Logo featured on the MIC website as a MIC Deluxe Sponsor throughout 2024		✓	✓	✓	
Logo on ToM Event site	✓	✓	✓		
Logo featured on the MIC website as a MIC General Sponsor throughout 2024					✓
Name only on ToM Event site based on level				✓	✓
Opportunity to speak at event/address attendees	✓				
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	✓	✓	✓	✓	✓
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		
VIP Park Spaces	4	3	2	2	1

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. For more information, contact sponsor@mableton.org.

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