



30TH ANNUAL
TASTE
OF ALPHARETTA

**30th ANNUAL CELEBRATION
OF ALPHARETTA'S BIGGEST
DINNER PARTY – May 12th 2022**



2022 Sponsorship Event Information

- Celebrating 30 years of great food, fun and community
- Thursday, May 12th, 2022, from 5:00pm-10:00pm
- Downtown Alpharetta
- Anticipated Attendance: 50,000+
- Produced by the City of Alpharetta and JacobsEye Marketing
- FREE ADMISSION
- Food tickets are 10 for \$5; food tastings run \$1.00 - \$5.00





Event Information Continued...

- Taste of Alpharetta is the largest event held within the city limits of Alpharetta - **more than 35,000 people attended in 2019**
- The 30th Anniversary Taste of Alpharetta will be the **largest 5-hour “Taste of” event in the Southeast**
- In 2019 (our last event) we had...
 - 61 Restaurants / 4 Performance Stages
 - Over 25 Corporate Sponsors & 22 Community Partners
 - Multiple Metro Atlanta Radio Stations
- **380,000 event food & activity tickets were sold at the last festival**
- **FREE parking, bike parking & shuttles**
- **Event signage is visible to 50,000 automobiles per day**





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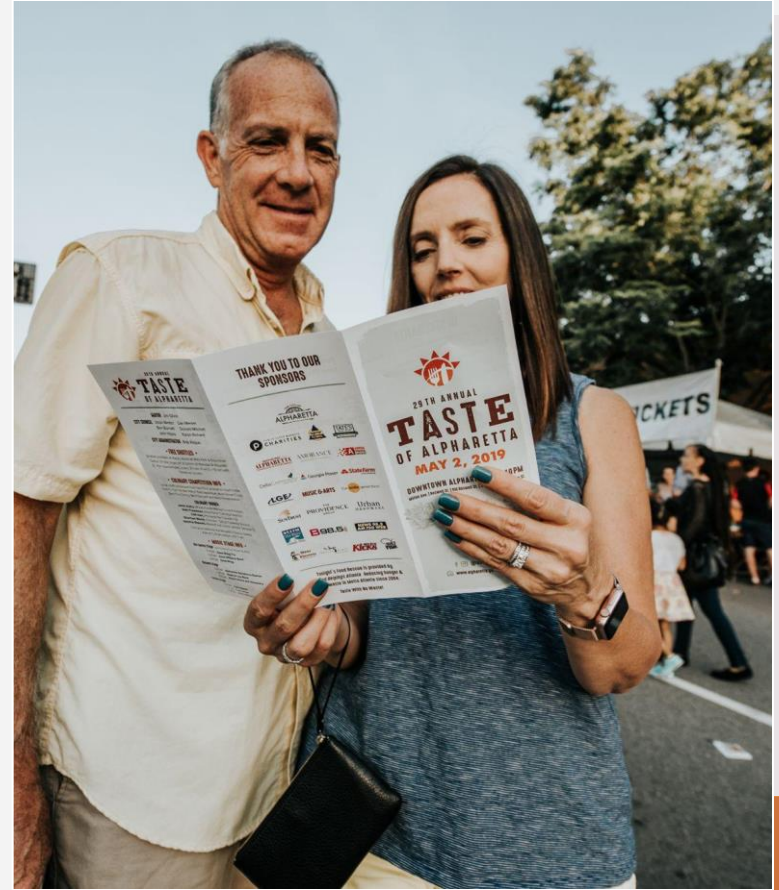
TASTE
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THE 2022 EVENT FEATURES



2022 Taste of Alpharetta's Event Features

- Celebrating a variety of cuisines from **60+ restaurants**
- **Celebrity Cooking/Culinary Art Competition** with a **Cooking Demonstration Stage**
- **Four live music stages**
- **Beer and Wine Garden** featuring **award winning craft beers and vintages**
- **Family Fun Zones** with entertainment for all
- **Sponsor activations and events**
- **Agricultural and Sustainability Education Area**
- **A Cool-Pool Zone**





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SPONSORSHIP TIERS



TITLE SPONSOR

Investment: \$25,030 (Solo/No Presenting Sponsor) \$18,530 with Presenting Sponsor

- Recognition as a Title Sponsor of Taste of Alpharetta 2022 ... The XXXXX Taste of Alpharetta
- Product or service category exclusivity
- Customized sponsor event promotion during the event
- Sponsor name and/or graphic incorporated into the event logo which is included in...

- All event paid advertising (\$50K value paid media plan)
- All news releases
- In all event social media channels (YouTube, Instagram, TikTok, etc.) & messaging on the City website www.tasteofalpharettaga.com

- On over 230 posters placed throughout the City of Alpharetta
- On all booth locations (restaurants, exhibitors/sponsors)
- 5,030 event maps or digital maps
- On the ticket and event app
- On the video wall

TITLE SPONSOR (Benefits Cont.)

Investment: \$25,030 (Solo/no Presenting Sponsor) \$18,530 with Presenting Sponsor

- Logo in all ads, the digital board and banners on all 4 entertainment stages
- Logo on all credentials, printed tickets and on the entertainment schedule
- Logo on the “Thank You” banner near the main stage and all staff t-shirts
- Sponsor representative will officiate at the Culinary/Cooking Competition
- \$500 in food tickets and 12 VIP badges plus 30 free t-shirts
- VIP dinner for 8 at the ToA participating restaurant of sponsor’s choice within 3 months of the event
- Recognition in event press releases (minimum of 4) distributed to 130 media outlets
- Sponsor logo framing video wall and sponsor ad featured a minimum of 30 times on LED digital board
- 10’ x 30’ booth space on-site at event for sponsor marketing
- Event to provide (3) 10X10 tents, (4) 6’ table and (6) chairs plus power and wi-fi hot spot
- Logo will be included in event app

PRESENTING SPONSOR

Investment: \$10,030 (Not sold if there is a solo Title Sponsor)

- Recognition as a Presenting Sponsor of Taste of Alpharetta 2022 ... “The XXXXX Taste of Alpharetta/ presented by YYYYYY” or the Taste of Alpharetta Presented by YYYYYYY brand name or visual is ½ the size of the title sponsor
 - Product or service category exclusivity
 - Customized sponsor promotion during event
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- All event paid advertising (\$30K value paid media plan)
 - All news releases
 - In all event social media channels (YouTube, Instagram, TikTok, etc.) & messaging on the City website www.tasteofalpharettaga.com
 - On over 230 posters placed throughout the City of Alpharetta
 - On all booth locations (restaurants, exhibitors/sponsors)
 - On 5,030 event maps or digital maps
 - On the ticket and event app
 - On the video wall



PRESENTING SPONSOR (Benefits Cont.)

Investment: \$10,030 (Not sold if there is a solo Title Sponsor)

- Logo on the digital board
 - Logo on all 4 entertainment stages and on the entertainment schedule
 - Logo on all credentials and printed tickets
 - Logo on the “Thank You” banner near the main stage and on all staff t-shirts
 - \$200 in food tickets and 6 VIP badges and 30 free event t-shirts
 - VIP dinner for 4 at the ToA participating restaurant of sponsor’s choice
 - Recognition in event press releases (minimum of 4) distributed to 130+ media outlets
 - Sponsor ad featured a minimum of 10 times on LED digital board
 - 10’ x 20’ booth space on-site at event for sponsor marketing
- Event to provide (2) 10X10 tents, (2) 6’ tables and (4) chairs along with power and wi-fi hot spot
- Logo will be included in event app

INDIVIDUAL PRIMARY ACTIVITY SPONSORS

Investment: \$5,030- \$7,530

- Beer & Wine Garden (SOLD)
- Main Stage Sponsor
- Family Fun Zone
- VIP Package (SOLD)
- Networking & Meet-Up Zone
- Restaurant Com. Sponsor (SOLD)
- Agricultural & Sustainability Area
- Cooking Competition & Demonstrations
- Other-customized

- Recognition as the sponsor of XXXXXX activity for the Taste of Alpharetta 2022
- Product or service category exclusivity
- Customized sponsor promotion
- Sponsor logo and activity reference on all print event print ads (\$30K media value)
- Sponsor logo and activity reference on 230 event posters

- Recognition in 4+ event press releases where individual activities are listed distributed to 130 media outlets
- Sponsor ad featured a minimum of 10 times on LED digital video board at the event
- Sponsor logo displayed on entertainment schedule signage and sponsor thank you banner

INDIVIDUAL PRIMARY ACTIVITY SPONSORS (General Benefits cont.)

Investment \$5,030 to \$7,530

- Sponsor logo, activity reference and booth location on 5,030 event maps or digital app
- Sponsor name with a link on www.tasteofalpharettaga.com
- Sponsor and event activity marketing messages featured in a minimum of 10 social media messages
- 10' x 20' booth space, (2) 10X10 tents, (2) 6' tables and (4) chairs along with power
- 10 complimentary event t-shirts
- \$150 of complimentary event food/activity tickets and 4 VIP passes

SUPPORTING ACTIVITY/ELEMENT SPONSORS

Investment \$2,530 to \$4,030

- Map and Directional Signage(SOLD)
- Cool Zone (SOLD)
- Parking and Shuttles
- Medical Tent
- Tickets and Credentials (SOLD)
- Wi-fi Connections/Charging Stations
- 'We Ate All of This" Photo Stations
- Other-customized

General Benefits

- Recognition as a sponsor of the XXXXXX Activity/Element of the Taste of Alpharetta 2022
- Sponsor logo and activity/element featured on 230 event posters
- Recognition (brand & activity/element) in 4+ event press releases distributed to 130 media outlets
- Customized sponsor promotion during event
- Sponsor logo & activity/element displayed on sponsor thank you banner
- Sponsor ad featured a minimum of 5 times on LED digital video board at the event

SUPPORTING ACTIVITY/ELEMENT SPONSORS (General Benefits cont.)

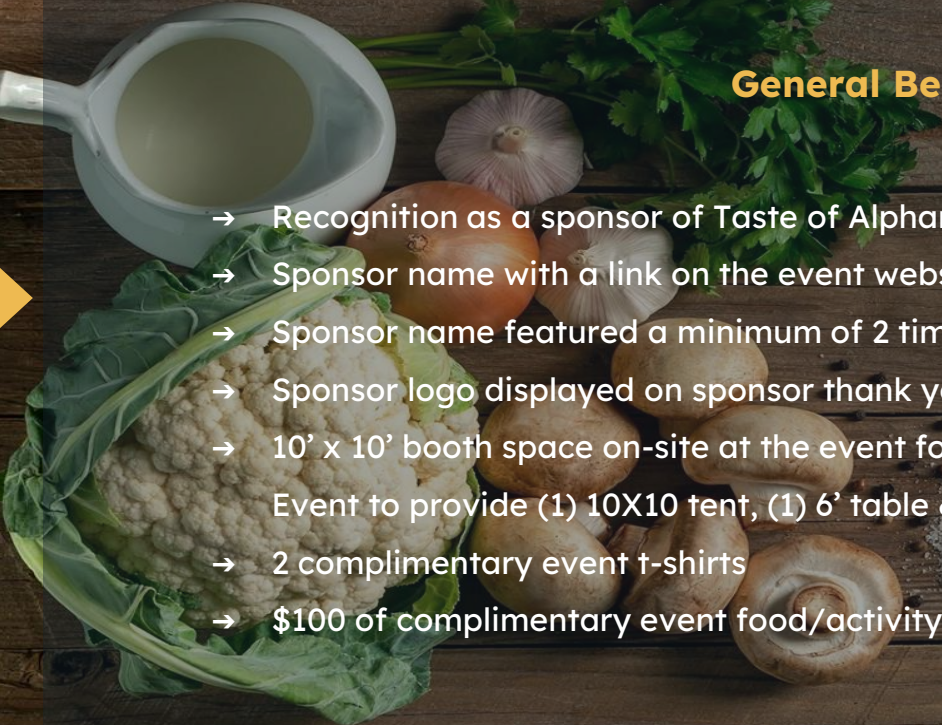
Investment: \$2,530 to \$4,030

- Sponsor logo, activity/element and booth location on 5,030 event maps
 - Sponsor name and activity/element with a link on the event website –www.tasteofalpharettaga.com
 - Sponsor marketing messages featured on a minimum of 3 social media messages to event fans
 - 10' x 10' booth space on-site at event for sponsor marketing
- Event to provide (1) 10X10 tent, (1) 6' table and (2) chairs plus power
- 5 complimentary event t-shirts
 - \$100 of complimentary event food/activity tickets and 2 VIP tickets

30th ANNIVERSARY PEARL SPONSOR

Investment: \$1,530

General Benefits

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- Recognition as a sponsor of Taste of Alpharetta 2022
 - Sponsor name with a link on the event website www.tasteofalpharettaga.com
 - Sponsor name featured a minimum of 2 times on LED digital video board at the event
 - Sponsor logo displayed on sponsor thank you banner
 - 10' x 10' booth space on-site at the event for sponsor marketing
 - Event to provide (1) 10X10 tent, (1) 6' table & (2) chairs, power
 - 2 complimentary event t-shirts
 - \$100 of complimentary event food/activity tickets



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SINGULAR **SPONSORSHIP** **ELEMENTS**

Unique
Benefits &
Features



CULINARY STAGE / COOKING COMPETITION / EXHIBIT SPONSOR

(This singular sponsorship is on a first-come-first-serve basis)

Premium branding opportunity for one (1) sponsor to receive branding rights for Taste of Alpharetta's Culinary and Chef Competition and Tips Stage. This year, the Culinary Stage will be a focal element of the festival with a new location on Milton Avenue!

- Preliminary competition round will pit 6 professional chefs against each other and 6 local amateur chefs chosen through an application process will compete in the amateur section
- Preliminaries will be held May 9 in downtown Alpharetta (location TBD) where the top 2 amateur chefs and the top 2 professionals will be selected
- Finals will take place on May 12th when the professionals will compete against the amateurs for the title of TOP CHEF of the TASTE OF ALPHARETTA
- Work is underway to have the competition covered by an Atlanta TV show

The background of the slide is a dark, moody photograph. It features several metal spoons scattered across a dark surface. Some spoons hold powders of different colors: a vibrant red, a bright yellow, and a rich brown. A large pile of dark brown coffee beans is scattered in the upper right and center. The lighting is dramatic, highlighting the textures of the spices and beans against the dark background.

CULINARY STAGE/COOKING COMPETITION/EXHIBIT SPONSOR

(This singular sponsorship is on a first-come-first-serve basis)

BENEFITS PROVIDED IN ADDITION TO THOSE IN THE CORE PACKAGE

- Sponsor logo on main stage signage
- Ability to select at least two of the competing chefs for the preliminary round
- Extra exposure, as the preliminary round will take place on the Monday prior to the main event
- Booth space adjacent to the stage
- Ability to have a company representative present the winners' awards to the professional and amateur chefs
- 6 additional VIP credentials

MAIN STAGE SPONSOR

(This singular sponsorship is on a first-come-first-serve basis)

The Main Stage will be located on the “Town Green ” across Main Street and will feature 2 acts during the event with one headliner to end the evening. In addition, the VIP coffee and dessert area will be placed directly in front of the stage.

BENEFITS PROVIDED IN ADDITION TO THOSE IN THE CORE PACKAGE

- Sponsor logo on main stage signage
- Booth space adjacent to the stage on the Town Green
- The ability for company representatives to introduce the main stage performers
- 10 additional VIP credentials

FAMILY FUN ZONE SPONSOR

(This singular sponsorship is on a first-come-first-serve basis)

The Family Fun Zone will be the location for kids treats, face painters, mimes, clowns, handouts, a storyteller area or puppet show. It will be located on Old Roswell Street.

BENEFITS PROVIDED IN ADDITION TO THOSE IN THE CORE PACKAGE

- Sponsor logo on main entry areas
- Booth space adjacent to the entry on Old Roswell Street
- Opportunity to hand out branded giveaways



AGRICULTURAL & SUSTAINABILITY SPONSOR

(This singular sponsorship is on a first-come-first-serve basis)

The Agricultural and Sustainability area will be located near the Family Fun Zone and will feature suggestions for how to “live green,” where to buy locally grown and raised food, and how to start your own garden.



BENEFITS PROVIDED IN ADDITION TO THOSE IN THE CORE PACKAGE

- Sponsor logo on main entry areas
- Booth space adjacent to the entry on Old Roswell Street
- Opportunity to hand out branded giveaways



NETWORKING & MEET-UP ZONE SPONSOR

(This singular sponsorship is on a first-come-first-serve basis)

The Networking and Meet-Up Zone will be located in a high-traffic area where attendees are likely to enter (TBD by 3/1/22). Ticket holders will be advised via email and/or text that they can meet friends and guests in this area if they are arriving separately. There will be several fun “subject zones” so fans and aficionados of different types of cooking can meet up (BBQ, Italian, Asian, etc.).

BENEFITS PROVIDED IN ADDITION TO THOSE IN THE CORE PACKAGE

- Opportunity to have host/hostesses from the company work the location
- Sponsor logo on main entry areas
- Booth space adjacent to the entry
- Ability to have branded materials and giveaways in the area



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READY TO DISCUSS **SPONSORSHIP** OPPORTUNITIES?

Contact Don Dixon with JacobsEye Marketing

don.dixon@jacobseye.com or 404-444-5573