





# THE EVENT

We are excited to announce the  
1st Annual  
**ALPHARETTA POP FEST**  
which will be held at Brooke  
Street Park in downtown  
Alpharetta on Saturday, June  
16th, 2018. The festival will be  
a free, family-friendly event to  
raise money and awareness for  
Alzheimer's Disease.



Starts at 2pm with a  
Children's Music Education Show  
featuring ["The Sandels Music Party"](#)

"Pop Alley" will be located in gardens  
beside Alpharetta City Hall  
featuring Food Truck: [Smokin Mo's](#) & [King of Pops](#)

Wine tastings provided by  
[Vino 100/Tinder Box](#) & [Kaya Vineyards](#)

Beer tastings provided by  
[Back Forty Beer](#)

## ***Market Vendors to be Announced***

Main Stage will be open from 3pm – 9:30pm  
featuring artists including:

[Sailing to Denver](#)

[The Hot Hearts](#)

[Jive Revival](#)

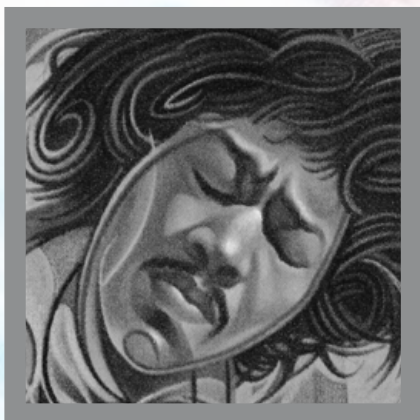
[Fat Arm Daddy](#)

**VISIT US ON THE WEB FOR MORE INFO, OR TO MAKE A DONATION**

[AlpharettaPopFest.com](http://AlpharettaPopFest.com)

<https://www.awesomealpharetta.com/event/alpharetta-pop-festival>

# SPONSORSHIP Packages



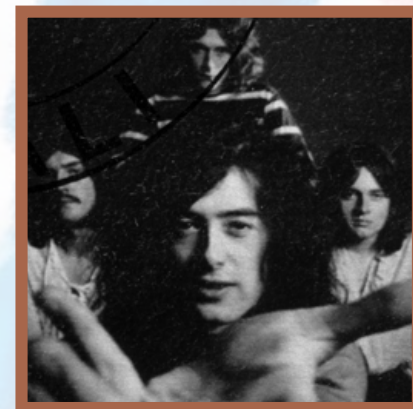
**HENDRIX** Presenting  
Level  
Sponsor  
**\$7,500**



**CLAPTON** Gold  
Level  
Sponsor  
**\$2,500**



**SANTANA** Silver  
Level  
Sponsor  
**\$1,500**



**PAGE** Bronze  
Level  
Sponsor  
**\$500**



We're looking for strategic partners. We know our festival will have a vital impact on our community, and we know that meaningful partnerships make all the difference. This is a unique opportunity to build stronger community ties and promote your business in the process.

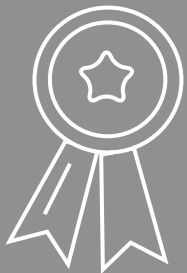
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# 1st Annual **ALPHARETTA POP FEST**



**HENDRIX**

Presenting  
Level  
Sponsor  
**\$7,500**



- Name/Logo on all promotional material –  
“YOUR NAME Presents Alpharetta Pop Festival”
- Name/Logo on Promotional Banners
- Name/Logo on All Pop Fest T-shirts sold at the event
- 8 – 1st annual commemorative t-shirt  
(tie-dyed shirts multi-colored)
- Recognition on stage at the event
- Name/Logo on all social media and marketing platforms
- Name/Logo on Awesome Alpharetta’s Website and  
Alpharetta Pop Fest’s website
- 1 Reserved Table for 8 in VIP section at concert
- Opportunity to speak/introduce band of sponsors choice
- Advertising presence/booth at the event

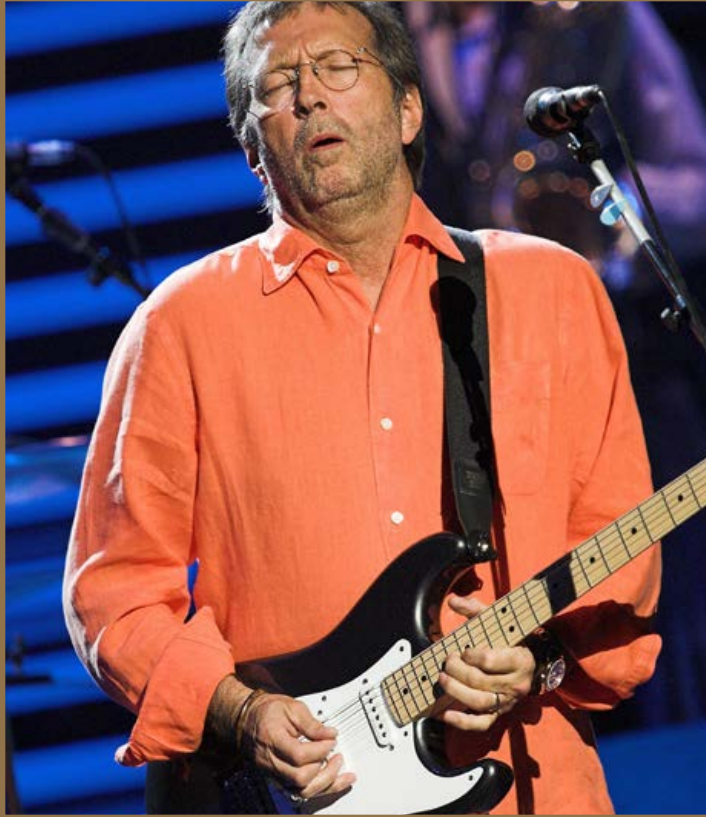
**INDIVIDUAL** Any Sponsorship over \$50.00 receives a Pop Fest T-Shirt

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# 1st Annual **ALPHARETTA POP FEST**



**CLAPTON** Gold  
Level  
Sponsor  
\$2,500

- Name/Logo on Promotional Banners
- 5 - 1st annual commemorative t-shirt (tie-dyed shirts blue/green)
- Recognition on stage at the event
- Recognition on social media and all marketing platforms
- Logo and Name on Pop Fest Website
- Booth Presence at Festival



**INDIVIDUAL** Any Sponsorship over \$50.00 receives a Pop Fest T-Shirt

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# 1st Annual ALPHARETTA POP FEST



SANTANTA

Silver  
Level  
Sponsor  
\$1,500

- Sponsors receive 5 Pop Fest t-shirts
- Name/Logo on Promotional Banners
- Recognition on stage at the event
- Recognition on social media and all Marketing platforms
- Name/Logo and name on Pop Fest Website
- Booth/Presence at Festival



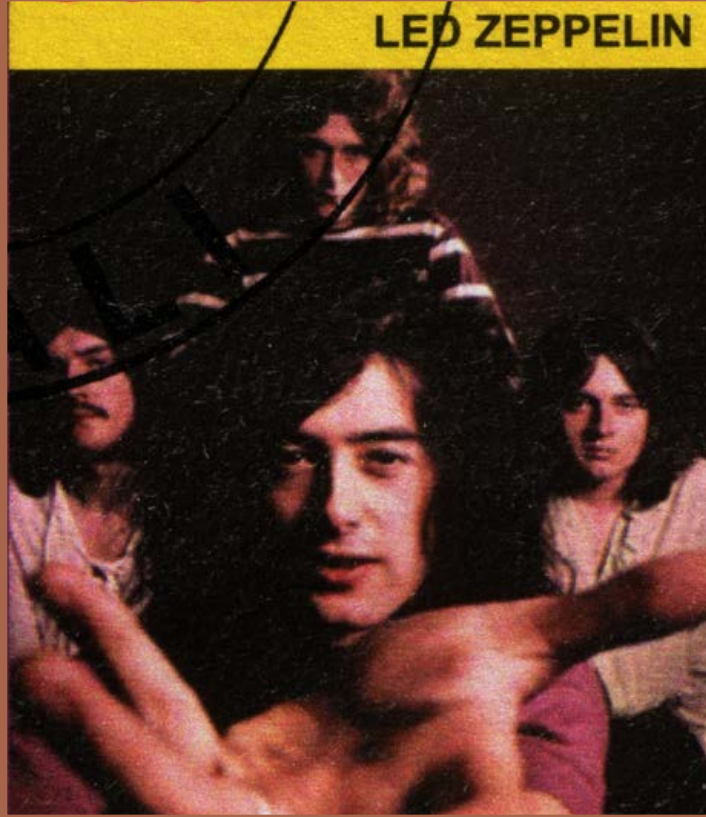
**INDIVIDUAL** Any Sponsorship over \$50.00 receives a Pop Fest T-Shirt

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# 1st Annual **ALPHARETTA POP FEST**



**PAGE** Bronze  
Level  
Sponsor  
\$500

- Sponsors receive 3 Pop Fest t-shirts
- Name on Promotional Banners  
(Size designated by donation amount)
- Recognition on stage at the event
- Recognition on social media and all Marketing platforms
- Logo and name on Pop Fest Website
- Booth/Presence at Festival



**INDIVIDUAL** Any Sponsorship over \$50.00 receives a Pop Fest T-Shirt

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# 1st Annual ALPHARETTA POP FEST

## CONTACT US

### Email

alpharettapopfest@gmail.com

### Organizers

**Jaime Berens**

770-823-2920

**Mike Berens**

770-361-7904



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