



2012 Information Package

Thank you!

Thank you in advance for your interest in participating in our 2012 Greenprints Alliance Streetfest. This year the event will be held on Saturday March 24, 2012 in Downtown Woodstock. We estimate that at least 5,000 people will come out to enjoy the food, drinks, people, music and art with us that day. We plan on this edition being bigger and better than years' past and are already in the process of planning for it. This package outlines some of the ways you can participate in the event.

Event Sponsorship

Event Sponsorships are available through cash donations or the donation of in-kind services. Different levels of participation are available. There are also ways a sponsor can direct their funds to a certain activity taking place during the event. Below is a summary of the levels of sponsorship:

Presenting Sponsor - SOLD

- Receive 'presented by' tagline on all marketing materials to include print, web and other advertising.
- Logo displayed prominently during event and a time leading up to event (minimum 1 week).
- Logo displayed on music stage.
- Access to Sponsor VIP area with seating/views of music during event.
- Presenting Sponsor title is limited to one sponsor.
- Named Corporate Partner for Greenprints Alliance for 2012 (a \$1,000 value)

Stage Sponsor - \$7,500

- Receive '*sponsor name* stage' on all marketing materials to include print, web and other advertising when music and stage name are being used.
- Logo displayed prominently during event and a time leading up to event (minimum 1 week).
- Logo displayed prominently on music stage.
- Access to Sponsor VIP area with seating/views of music during event.
- Stage Sponsor title is limited to one sponsor.
- Named Corporate Partner for Greenprints Alliance for 2012 (a \$1,000 value)

Challenge 4 Adventure Race Title Sponsor - \$5,000

- Receive 'presented by' tagline on all marketing materials to include print, web and other advertising when C4AR is being used.
- Logo displayed prominently during event transitions and in event area.
- Access to Sponsor VIP area with seating/views of music during event.
- Title Sponsor title is limited to one sponsor.
- Money from this sponsorship goes directly to the Cherokee County Outdoor YMCA.
- Contact Toby Bramblett at TobyB@ymcaatlanta.org for more info on this sponsorship level.

Platinum Sponsors - \$5,000

- Logo or company name in text included on all marketing materials to include print, web and other advertising.
- Logo displayed prominently during event and a time leading up to event (minimum 1 week).
- Logo displayed on music stage.
- Access to Sponsor VIP area with seating/views of music during event.
- Named Corporate Partner for Greenprints Alliance for 2012 (a \$1,000 value)

Gold Sponsors - \$1,500

- Company name in text included on all marketing materials to include print, web and other advertising.
- Logo displayed on a minimum of one event sponsor board during event as gold sponsor.
- Access to sponsor VIP area with seating/views of music during event.
- Named Corporate Partner for Greenprints Alliance for 2012 (a \$1,000 value)

Silver Sponsors - \$750

- Company name in text included on all web and electronic advertising.
- Logo displayed on a minimum of one event sponsor board during event as silver sponsor.

Bronze Sponsors - \$500

- Company name in text included on all web and electronic advertising.
- Logo displayed on a minimum of one event sponsor board during event as bronze sponsor.

PLEASE NOTE: We do not sell space to vendors who are looking to sell product or services at this event outside of those that sponsor the event or qualify as part of the artist market. If you would like to request space as part of your sponsorship agreement, you must request this as at the time of payment. Space at this event is very limited and will be assigned on a first come first serve basis.

If you are interested in being a sponsor for the event, please contact Brian Stockton at brian@greenprintsalliance.org for more information.

Participation in Streetfest

Challenge 4 Adventure Race

Greenprints Alliance is partnering with the Cherokee Outdoor YMCA this year to host an adventure race the morning of the event. Designed as a way to show off our areas' natural resources and promote our competitive spirit, the race will feature a combination of running, paddling, orienteering or biking. The race is planned to start and end in Downtown Woodstock. Please contact Adventure Race coordinator Tony Eyl at tony@greenprintsalliance.org for more information.

Streetfest Artist Market

Limited to original, local artists selling original, individual and skill-based products designed in part in the local area with a limited element created elsewhere. Booth space is available for \$50 for the event. Applications will be available on our website no later than February 1, 2012. Please note that it is the discretion of the Market Coordinator to limit/exclude participation based on application. Please contact Market coordinator Jennifer Stockton at jennifer@greenprintsalliance.org for more information.

Street Stage

Live music is planned from 12 PM to 9 PM. Please contact Street Stage coordinator Dwight Waggener at dwight@greenprintsalliance.org for more information.

Event Volunteers

If you would like to volunteer your time during the set-up, break down, adventure race, planning, band hospitality, etc., please contact Volunteer coordinator Jennifer Stockton at jennifer@greenprintsalliance.org with information on how you can help.

Greenprints Alliance Streetfest General Information

Please note that this event is organized and hosted by Greenprints Alliance, Inc. in conjunction with our partners and sponsors. It is organized in order to promote the creation of a 60+ mile network of multi-use trails in and around the City of Woodstock.

Greenprints Alliance, Inc. is a 501(c)3 non-profit organization. Contributions to Greenprints Alliance are tax-exempt to the extent provided by law.

Please visit the event section of our website at greenprintsalliance.org for information on the Greenprints Alliance Streetfest as it is available. Thank you again for your interest.