



Sawnee Arts Center
111 Pilgrim Mill Road
Cumming, GA 30040

Thank you for your interest in sponsoring events with Sawnee Association of the Arts (SAA). SAA is a not-for-profit organization established in 1974 dedicated to providing a rich visual arts experience for Cumming and Forsyth County residents. We are able to reach this goal with generous sponsorship from businesses/companies such as yours. Inside this packet, you will find sponsorship information about our 16th annual Sawnee Association of the Arts Christmas Arts & Crafts Festival at Lanier Tech, being held on November 9th & 10th, 2019. Hours will be Saturday, from 9AM to 5PM and Sunday, from 10AM to 4PM.

For the past fifteen years, our annual two-day arts and crafts festival has become an established community event. The 2018 SAA Christmas Arts and Crafts Festival will be held at the Forsyth Conference Center at Lanier Technical College, a secure indoor facility located at 3410 Ronald Regan Blvd, Cumming, GA 30041, conveniently located just east off of GA-400, exit 13 and behind The Collections of Forsyth outdoor mall and major restaurants. This venue will help provide great opportunities for our sponsors to reach an eager and enthusiastic family audience, while supporting a local community event.

Event description

SAA Christmas Arts & Crafts Festival at Lanier Tech is a two-day art and craft event scheduled at the beginning of the holiday season. The event has grown to include over 100+ vendors that include pottery, painting, glass, fiber, wood, jewelry, handcrafted toys, food and so much more. We sponsor and help raise funds for local non-profit charities and organizations and we have photo opportunities with Santa, the Elf Corner Gift Shop for children's shopping needs, along with holiday music playing throughout the festival. Event Dates are November 9th & 10th 2019. Sponsor booth set up will be available on November 8th from 1pm to 8pm and November 9th from 7:30am to 8:30am.

Event participants

The target market for this event is family of all ages. The SAA Christmas Arts & Crafts Festival at Lanier Tech provides visitors the opportunity to enjoy a wide variety of entertainment and enjoy shopping among some of the areas most talented artists and craftsmen. The event has grown from 2500 attending in 2003, to over 10,000 in 2018.

Sponsorship Philosophy

Our commitment to you, the sponsor, is to host a professional, high-quality event, which cultivates community spirit and reaches consumers who will be eager to purchase your products and services.

Benefits of Sponsorship

A partnership with SAA Christmas Festival at Lanier Tech offers you a unique opportunity to promote your brand to an eager and enthusiastic family audience, while supporting a local community event. We offer different levels of sponsorship, each with its own benefits and added value (details enclosed). **New for 2019 – The opportunity to sign up and pay for sponsorship by check or credit card via our website! Please contact Kris Straukas for complete information, form and payment link.**

Again, thank you for your interest and support in helping to provide quality events for the community. If you have any further questions, please contact Hans Meier at 404-403-2858 or Kris Straukas at 770-331-4408. We look forward to working with you in the coming months.

Sincerely,

Hans Meier
Sponsorship Chairperson
Co-Chair

Sandi Sentel
Co-Chair

Kris Straukas
Administrative Director
Co-Chair

Phil Iaquinto
Co-Chair

THE 16TH ANNUAL SAWNEE ASSOCIATION OF THE ARTS
CHRISTMAS ARTS & CRAFTS FESTIVAL AT LANIER TECH
NOVEMBER 9TH & 10TH, 2019
SPONSORSHIP LEVELS

PRESENTING SPONSOR - \$2500.00

GOLD PLUS SPONSORSHIP - \$1400.00

- Business Logo in all promotional advertising: Local newspaper and online advertising; SAA Website; SAA Facebook page; Digital billboard advertising; Logo on five large projector screens located in the main room.
- Booth Space at event: Two 10 x 10 indoor booth spaces; two tables with black skirt and chairs provided.
- Distribution of advertising and promotional material and sales permitted from booth.

GOLD SPONSORSHIP - \$1000.00

- Business Logo in all promotional advertising: Local newspaper and online advertising; SAA Website; SAA Facebook page; Digital billboard advertising; Logo on five large projector screens located in the main room.
- Booth Space at event: One 8 X 10 indoor booth space; two tables with black skirt and chairs provided.
- Distribution of advertising and promotional material and sales permitted from booth.

SILVER PLUS SPONSORSHIP - \$500

- Business Logo on flyers; SAA Website; SAA Facebook; Logo on a shared projector screen page in the main room.
- Booth Space at event: 8 x 10 indoor booth space; two tables with black skirt and chairs provided.
- Distribution of advertising and promotional material permitted from booth.

SILVER SPONSORSHIP - \$500

- Business Logo on flyers; SAA Website; SAA Facebook; Logo on a shared projector screen page in the main room. Logo on poster outside scheduled children's events during festival.
- Sponsorship of the Elf Corner children's gift shop (Two sponsors needed) and the Santa Photo booth (Three sponsors needed)
- Distribution of advertising and promotional material by SAA staff from the SAA Welcome Table.

FRIENDS OF SAA PLUS - \$250

- Business Logo on printed flyers; Logo on a shared projector screen page in the main room.
- Table space with black skirt and chairs at event.
- Distribution of advertising and promotional material permitted from booth.

FRIENDS OF SAA - \$200

- Business Logo on printed Sponsorship poster located at Welcome Table; Logo on a shared projector screen page in the main room.
- Distribution of advertising and promotional material by SAA staff from the SAA Welcome Table.

FRIENDS OF SAA PLUS- OUTDOOR - \$100 - \$300

- Business Logo on printed flyers (\$300 Level Only). Logo on a shared projector screen page in the main room.
- Distribution of advertising and promotional material permitted from booth.
- \$100 Sponsorship – Car Space. Car Dealer parking space in front of conference center entrance.
- \$300 Sponsorship – Large outdoor space.

THE DEADLINE FOR RECEIVING BUSINESS LOGO'S FOR ADVERTISING IS SEPTMEBER 15, 2019. BUSINESS LOGO'S RECEIVED AFTER THIS DATE WILL NOT BE GUARANTEED IN FESTIVAL ADVERTISING. All Logo's must be in a JPG or PNG file format and can be uploaded on the online form.

Forsyth Conference Center at Lanier Technical College

3410 Ronald Reagan Blvd, Cumming, GA 30041



Main Lobby



Projector Screens



Conference Room

Directions going north:

- 400 North
- Take Exit 13, Route 141
- Right onto Route 141
- Right onto Ronald Reagan Boulevard
- Entrance to Forsyth Conference Center is before intersection of Majors Road on the right

Directions going South:

- 400 South
- Take Exit 13, Route 141
- Left onto Route 141
- Right onto Ronald Reagan Boulevard
- Entrance to Forsyth Conference Center is before intersection of Majors Road on the right

