



FORSYTH CONFERENCE CENTER
LANIER TECHNICAL COLLEGE
3410 Ronald Regan Blvd

22nd ANNUAL *Christmas,* ARTS & CRAFTS *FESTIVAL* AT LANIER TECH

NOVEMBER 8TH 9AM-5 PM | NOVEMBER 9TH 10 AM-4 PM

Sawnee Association of the Arts (SAA), dba Cumming Arts Center is a 501 (C) (3) which is 100% Volunteer based organization and we rely on income from our membership dues, exhibitor fees, fundraisers, grants, and the help of generous local sponsorship from businesses/companies such as yours.

WHY SPONSOR THIS EVENT?:

Now in its 22nd year, we provide a rich visual arts experience for residents of the Forsyth County community and the surrounding community by fostering a culture of **creativity, innovation, imagination, and appreciation of the arts.**

TARGET MARKET:	Families & ALL AGES
FESTIVAL PROVIDES:	Wide variety of entertainment and shopping among talented local artists and craftspeople.
ATTENDANCE:	8,000 - 10,000 Visitors

Our commitment to you, the sponsor, is to host a professional, high-quality event, which cultivates community spirit.

Thank you for your interest and support. If you wish to take this opportunity, please select a sponsorship level and we can collect a check, or you can pay by credit card via our website!

For more information on how to secure your sponsorship, please contact:

ALISON SIMS

EMAIL: SAACChristmasFest@gmail.com
PHONE: (470) 660-1779

Sincerely,

Alison Sims
FESTIVAL DIRECTOR

Kris Straukas
ADMINISTRATIVE CHAIR

DeElla Holberg & *Debra S. Mollohan*
ADMIN ASSISTANTS / CO-CHAIRS - SPONSORSHIPS

ALL DETAILS AVAILABLE AT: SawneeArt.org/Christmas-Festival

111 Pilgrim Mill Road | Cumming, GA 30040 CummingArtsCenter.com (678) 936-6422





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SPONSORSHIP TIERS

PLEASE NOTE: NO SALES ALLOWED

\$5,000 - Festival Community Sponsor **EXCLUSIVE**

LIMITED AVAILABILITY

BE PROMINENTLY FEATURED AS MAIN SPONSOR ON:

**ALL CHRISTMAS FESTIVAL
PRE-EVENT & GENERAL PROMO COLLATERAL**
-including flyers, social media & more

FESTIVAL EVENT DISPLAYS:
- Event Display Projector
- Posters inside & outside event venue

EXCLUSIVE EVENT DISPLAY / BOOTH OUTSIDE OF VENUE ENTRANCE

Distribution of advertising and promotional materials permitted from booth
-If car dealership: space for vehicle
-If other business: space for booth

DISTRIBUTION OF ADVERTISING & PROMO MATERIALS BY STAFF FROM SAA WELCOME TABLE

ADDITIONAL ADVERTISING

PROMOTIONAL BUSINESS MATERIAL SPACE (BUSINESS CARDS, BROCHURES) **AT THE CUMMING ARTS CENTER**

BUSINESS LOGO AND BUSINESS PROMOTIONS	SAA Website	SAA Instagram
ON ARTS CENTER ADVERTISING, ADS & PUBLICITY:	SAA Facebook	SAA Newsletter

\$1,000 - Elf Corner Children's Gift Shop & Santa's Photo Booth

LIMITED TO ONE SPONSOR

BE PROMINENTLY FEATURED AS MAIN SPONSOR ON:

**ALL CHRISTMAS FESTIVAL
PRE-EVENT & GENERAL PROMO COLLATERAL**
-including flyers, social media & more

FESTIVAL EVENT DISPLAYS:
- Event Display Projector
- Posters outside of Elf Corner Gift Shop
- Posters outside of Santa's Photo Booth

DISTRIBUTION OF ADVERTISING & PROMO MATERIAL PERMITTED FROM ELF CORNER & SANTA'S PHOTO BOOTH

DISTRIBUTION OF ADVERTISING & PROMO MATERIALS BY STAFF FROM SAA WELCOME TABLE

ADDITIONAL ADVERTISING

PROMOTIONAL BUSINESS MATERIAL SPACE (BUSINESS CARDS, BROCHURES) **AT THE CUMMING ARTS CENTER**

BUSINESS LOGO AND BUSINESS PROMOTIONS	SAA Website	SAA Instagram
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NOVEMBER 8TH 9AM-5 PM | NOVEMBER 9TH 10 AM-4 PM

PLEASE NOTE: NO SALES ALLOWED

\$750 - Elf Corner Children's Gift Shop **OR Santa's Photo Booth**

LIMITED TO ONE SPONSOR EACH

FEATURE YOUR LOGO & BUSINESS ON:

**ALL CHRISTMAS FESTIVAL
PRE-EVENT & GENERAL PROMO COLLATERAL**
-including flyers, social media & more

FESTIVAL EVENT DISPLAYS:

- Event Display Projector
- Posters outside of selected location
(ELF CORNER GIFT SHOP OR SANTA'S PHOTO BOOTH)

DISTRIBUTION OF ADVERTISING & PROMO MATERIAL PERMITTED FROM SELECTED BOOTH LOCATION

DISTRIBUTION OF ADVERTISING & PROMO MATERIALS BY STAFF FROM SAA WELCOME TABLE

ADDITIONAL ADVERTISING

PROMOTIONAL BUSINESS MATERIAL SPACE (BUSINESS CARDS, BROCHURES) AT THE CUMMING ARTS CENTER

**BUSINESS LOGO AND BUSINESS PROMOTIONS
ON ARTS CENTER ADVERTISING, ADS & PUBLICITY:**

SAA Website
SAA Facebook

SAA Instagram
SAA Newsletter

\$2,500- Festival of Trees

LIMITED TO TWO SPONSORS

ALL NEW FOR THE 2025 FESTIVAL!

This is prominently featured area is expanded this year with LARGE SPONSORED trees.
The area sets the stage for a beautiful display and your tree will be featured at Santa's photo

FEATURE YOUR LOGO & BUSINESS ON:

**ALL CHRISTMAS FESTIVAL
PRE-EVENT & GENERAL PROMO COLLATERAL**
-including flyers, social media & more

FESTIVAL EVENT DISPLAYS:

- Event Display Projector
- Posters outside of Festival of Trees
- Posters posted by Sponsored Tree used
in Santa's Photo Booth

SIGNAGE EXCLUSIVELY FEATURED IN FESTIVAL OF TREES AREA & SANTA'S PHOTO BOOTH

LARGE TREE DECORATED BY YOUR BUSINESS FEATURED IN SANTA'S PHOTO BACKDROP

DISTRIBUTION OF ADVERTISING & PROMO MATERIALS BY STAFF FROM SAA WELCOME TABLE

ADDITIONAL ADVERTISING

PROMOTIONAL BUSINESS MATERIAL SPACE (BUSINESS CARDS, BROCHURES) AT THE CUMMING ARTS CENTER

**BUSINESS LOGO AND BUSINESS PROMOTIONS
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\$300 - Friends of Cumming Arts Center

FEATURE YOUR LOGO & BUSINESS ON:

- Sponsorship Poster at Welcome Desk
- Festival Event Display Projector

ONE LARGE OUTDOOR SIDEWALK SPACE

- Suitable for single vehicle
- CONTACT ALISON SIMS FOR MORE DETAILS

DISTRIBUTION OF ADVERTISING & PROMO MATERIALS BY STAFF FROM SAA WELCOME TABLE

\$250- Young Artist's Contest **ALL NEW!**

LIMITED TO ONE SPONSOR

EXCLUSIVE FEATURE OF YOUR LOGO & BUSINESS ON SANTA'S PHOTO BOOTH PHOTO HOLDER

ADDITIONAL ADVERTISING

PROMOTIONAL BUSINESS MATERIAL SPACE (BUSINESS CARDS, BROCHURES) AT THE CUMMING ARTS CENTER

**BUSINESS LOGO AND BUSINESS PROMOTIONS
ON ARTS CENTER ADVERTISING, ADS & PUBLICITY:**

SAA Website
SAA Facebook

SAA Instagram
SAA Newsletter

\$50 - \$599.99 - Raffle

PROVIDE A GIFT CARD, SERVICE, OR PRODUCT FOR RAFFLE!

Choose your dollar amount within our requirements
and provide your chosen item(s) in a presentable format or as a decorated basket!

SIGNAGE FEATURING YOUR BUSINESS' NAME BY YOUR RAFFLE ITEM AT THE RAFFLE TABLE

HOW TO APPLY:

CONTACT:

ALISON SIMS

EMAIL: SAACChristmasFest@gmail.com
PHONE: (470) 660-1779

PLEASE NOTE:

- Payments must be submitted:
- Online through our website OR
- Dropping check off at Cumming Arts Center

APPLICATION DEADLINE: Wednesday, October 1st, 2025

501(c)3 EIN – 58-1562321

LOGO REQUIREMENTS: JPEG, PNG, or EPS file format

--Upload to the Christmas Festival Sponsorship page

LOGO SUBMISSION DUE: Friday, October 3rd, 2025

Any logos received after this date will
NOT BE GUARANTEED in Festival advertising

ALL DETAILS AT: SawneeArt.org/Christmas-Festival

