



November 16, 2011

Dear Potential Sponsor:

This year the Mountain Laurel Festival will celebrate its 50th Anniversary! The festival committee is planning for a weeklong of exciting celebrations, and enthusiasm for the big event is already building. The date for the 50th annual Mountain Laurel Festival has been set for Saturday, May 19, 2012.

Fifty years is a huge milestone for our community, and this festival is particularly unique, in that it is the oldest of its type in the state of Georgia. The Mountain Laurel Festival was recently named a Top 20 Events in the Southeast by the Southeast Tourism Society for its second consecutive year. The Top 20 Events publication is sent to over 1,600 newspapers, magazines, radio stations, TV stations, AAA publications and others. The additional exposure resulted in increased crowds at last year's event.

Initial plans for the 2012 event include:

- Midway Carnival Rides
- Finale Fireworks Show
- Big-name headlining entertainment
- Fine art and craft vendors located in and around the Square;
- Expanded children's activities; a ladies special area and men's special area
- Zip-lining from the Square to the Park
- Local entertainment throughout the day;
- Clarkesville Lions Club always-popular parade;
- Traditional Appalachian lifestyle demonstrations, including music, wood-turning, spinning and other needle arts, on the grounds of the Historic Mauldin House;
- The Millinery Shop and Big Holly Cabin will be open for guided tours;
- Local artist John Kollock will sketch children in the garden;
- A Featured Presentation of all former Mountain Laurel Beauty Queens and Parade Grand Marshals

Because you are a big part of our community, we are reaching out to you with the hope that you will consider including us in your promotion budget for 2012. To celebrate the commemorative year, we have restructured our sponsorship levels: **Diamond- \$5,000, Platinum Plus - \$2,500, Platinum- \$1,000, Gold-\$500; Silver-\$250; and Bronze-\$100.** The option to solely sponsor the fireworks show is available at the Diamond level. Deadline for sponsors is December 31st. Logo must be received by January 31st for promotional material. For more information, contact Mary Beth Horton at 706-754-2220 or mbhorton@clarkesvillega.com.

On behalf of the 2012 Mountain Laurel Festival committee, we look forward to partnering with you on this year's *very special* Mountain Laurel Festival.

Very truly yours,

A handwritten signature in blue ink that reads "Barbara Kesler".

Barbara Kesler
Clarkesville City Manager



50TH ANNIVERSARY SPONSORSHIP PACKAGES

Please place a check mark beside the level of sponsorship you would like to support.

Fireworks Show Sponsor- \$5000+

- Public acknowledgement as the show's sole sponsor
- Same benefits as Diamond sponsor (below)

Diamond Sponsor- \$5000+

- Name and logo on sponsor board at stage location
- Name and logo on banner at Gazebo
- Public acknowledgement as Diamond Partner throughout the day on all stages
- Display of company provided banner, no larger than 12 sq. ft. at the stage
- Name mentioned in any local radio and T.V. announcements and local advertising
- Sponsor logo will appear on web page and Facebook page with a link to sponsor's homepage
- One framed commemorative "50th Anniversary Mountain Laurel Festival" poster
- 5 Commemorative "50th Anniversary Mountain Laurel Festival" t-shirts
- VIP seating for six at fireworks show
- Tickets for six to the Carnival
- One booth space in prime area for sponsor or organization of choice (includes tent)

Platinum Plus- \$2500

- Name and logo on sponsor board at stage location
- Name and logo on banner at Gazebo
- Public acknowledgement as Platinum Plus Partner throughout the day on all stages
- Display of company provided banner, no larger than 12 sq. ft. at the stage
- Name mentioned in any local radio and T.V. announcements and local advertising
- Sponsor logo will appear on web page and Facebook page with a link to sponsor's homepage
- One framed commemorative "50th Anniversary Mountain Laurel Festival" poster
- 4 Commemorative "50th Anniversary Mountain Laurel Festival" t-shirts
- VIP seating for five at fireworks show
- Tickets for five to the Carnival
- One booth space in prime area for sponsor or organization of choice (includes tent)

Platinum Sponsor- \$1000+

- Name and logo, if available, on sponsor board at stage location
- Display of company provided banner, no larger than 12 sq. ft. at the stage
- Name mentioned in any local radio and T.V. announcements and local advertising
- Public acknowledgement as Platinum Partner throughout the day on all stages
- Sponsor logo will appear on web page and Facebook page with a link to sponsor's homepage
- 3 Commemorative "50th Anniversary Mountain Laurel Festival" t-shirts
- VIP seating for four at fireworks show
- Tickets for four to the Carnival

Gold Sponsor - \$500

- Name and logo, if available, on sponsor board at stage location
- Display of company provided banner, no larger than 12 sq. ft. at the stage
- Name mentioned in any local radio and T.V. announcements and local advertising
- Tickets for two to the carnival

Silver Sponsor - \$250

- Name and logo, if available, on sponsor board at stage location
- Display of company provided banner, no larger than 8 sq. ft. at the stage

Bronze Sponsor - \$100

- Name on sponsor board at stage location

Please complete and return by December 31st, 2011.

Company/Organization Name: _____

Sponsor level:

Fireworks **Diamond** **Platinum Plus** **Platinum**
 Gold **Silver** **Bronze**

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Contact Person: _____

Camera ready artwork: Needs to be picked up Is enclosed Will be e-mailed
to mbhorton@clarkesvillega.com

Please send check to: Mountain Laurel Festival
P.O. Box 2014
Clarkesville, GA 30523