



POWDER SPRINGS PROPOSAL

PRESENTED BY: AP ADVERTISINGPR.COM



WELCOME TO SOUTH COBB

Purpose:

To offer an identity, create excitement, stimulate sustainable traffic for small businesses and build the SPLOST fund through the following means:

- Showcasing the Powder Springs area of South Cobb
- Promoting outdoor and nature-based tourism assets to build ambassadorship among residents
- Appealing to visitors from neighboring states to come enjoy South Cobb's assets, thereby supporting small businesses
- Offering hope and entertainment beyond the pandemic
- Inviting corporate and small business participation
- Educating students on the environmental impact to Keep Cobb Beautiful, as well as the value of the eco-system around the Silver Comet.

FESTIVAL OVERVIEW



Demographics:	Approximately 200,000 residents who live in South Cobb
Target audiences:	General public, corporate, small business owners, students, environmentalists
Event rationale:	Since the pandemic, entertainment had been limited. <i>Welcome to South Cobb</i> offer relief for cabin fever, spur commerce, introduce the Chattahoochee Riverlands Project to the public and provide residents with pride in South Cobb. The Powder Springs Edition aims to provide awareness and drive traffic to the downtown businesses.
Timing:	Saturday, April 27, 2023 11 am to 9 pm
Theme:	Welcome to South Cobb, Powder Springs EDITION
Cost:	\$15 entry for adults, 5-years old and under FREE.
Expected Attendance:	7,000 to 15,000
Location:	Hardy Amphitheatre & Thurman Springs Park Powder Springs, Ga

FESTIVAL APPEAL



Vending

Corporate and small business vending

Unveiling of Identity for South Cobb

Outdoor & Nature Based Asset display (parks)

Four cities of South Cobb

Libraries

Other attractions

Historical
Venues

Unveiling of Chattahoochee Riverlands Project

Display of the project and plans. Speaker.

Design based of The Trust for Public Land

Taste Row

A sumptuous fare of Mexican, Italian, Asian, Indian, Brazilian, Soul Food, American, Seafood and others in one place, under tents, will be the palate's delight. We will host the region's best fine dining and casual restaurants and caterers.

Farmer's Market/Grocer's Pavilion

Seasonal fruits, vegetables, meat and dairy products will be available to take home to try in attendees' own kitchen

Corporate and small business vending

Corporate sponsor displays and small business vending

Celebrity and Cooking Pavilion

The area's best and celebrity chefs' setup full kitchens for demonstrations and contests

Popular Celebrity broadcasts live

Kitchen and grilling appliances

Chili Cook-off

WELCOME TO SOUTH COBB



Music in the Springs

Our music showcase of live national and local artists from Atlanta and around the country will create excitement for patrons who have an opportunity to listen to some of their favorite artists.

Saturday, April 27, 2023

11am – 2pm DJ
2pm – 6pm Pop, Soft Rock and R&B
7pm – 9pm Pop and National Artist, TBA

Kids Corner

A large section for children will entertain children, with or without their parents with such activities as the following:

Karaoke under the Stars Games and Jumpy cages
Cooking Classes Eco-system education around the Chattahoochee

Wine Tasting

National brand present tasting of wines from all over the Country, as well as abroad
Wine tastings
Education

Potential Organizational Partnerships

City of Powder Springs (confirmed)
Keep Cobb Beautiful (confirmed)
The Trust for Public Land (confirmed)
Cobb County Parks & Recreation (confirmed)
Cobb County Libraries
South Cobb Redevelopment Authority (confirmed)

WELCOME TO
SOUTH COBB



BENEFITS TO YOU



ASSOCIATION WITH ENVIRONMENTALLY SUSTAINABLE EVENT THAT INCREASES YOUR BRAND AWARENESS

CONNECT
WITH YOUR
CUSTOMERS

INCREASE
SALES
AMONG
SMRYNA,
AUSTELL,
MABLETON,
POWDER
SPRINGS &
MARIETTA
RESIDENTS

TELL YOUR
STORY AND
WIN NEW
CUSTOMERS

GIVE YOUR
STAFF A FUN
EVENT WITH
FOOD AND
ENTERTAINM
ENT AND
CHANCE TO
VOLUNTEER

SHARED
VALUE AT
LOWER
COST THAN
EXPENSES
ALONE

SOCIAL
RESPONSIBILITY
IN PROVIDING
ECO EDUCATION
FOR AREA
STUDENTS

MEDIA & AWARENESS

Value: \$350,000



Social Media	Advertising & PR	Social Influencers	Web Page Marketing
Facebook Twitter LinkedIn Instagram	<p>Facebook Advertising States: GA, SC, NC, AL Targets: Lifestyle, Environmental, M/W- 25-55</p> <p>Radio: M/W 25-54</p> <p>Press Releases General, South Cobb, Music, Powder Springs</p>	Federal, State & Local Representatives Local Celebrities Media Hosts	Website title, advertising and links available

WELCOME TO SOUTH COBB



MEDIA & AWARENESS

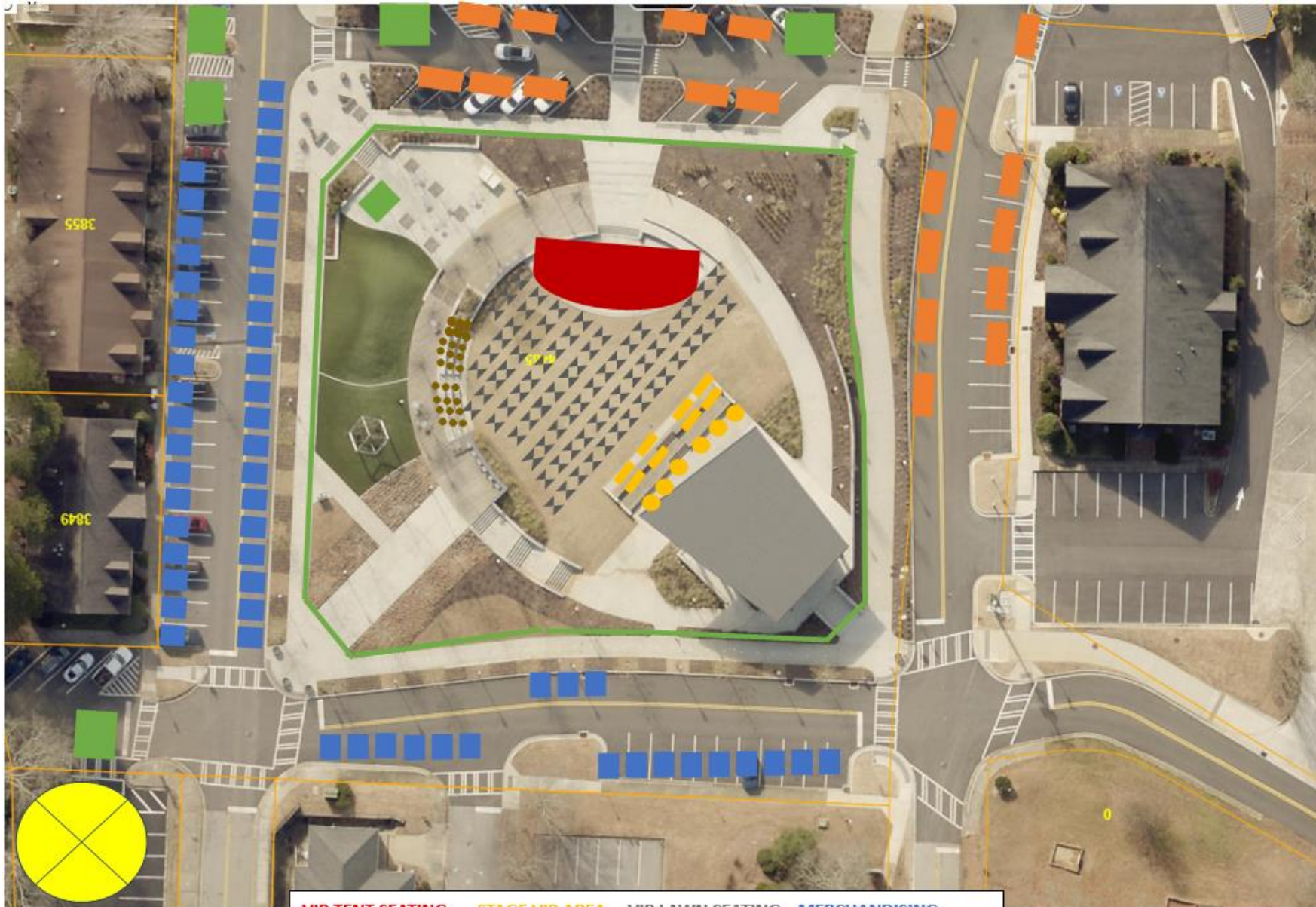
Shared Value: \$350,000



- Television ad: OWN, CNN, Lifetime, FOX and BET (250 spots)
- Social media posts leading up to the festival – 50
- Press releases focusing on each area of the festival, cooking demonstrations, children's area, wine tasting, City of Powder Springs, entertainment and more
- 36 x 48 Banners onsite (4)
- Advertising signage throughout South Cobb (4) 300,000 impressions
- Homepage traffic from Cobb Tourism calendar, Facebook and Instagram ads - 150,000
- Email blasts to list of contacts - 20,000 (7)
- Facebook and Instagram ad impressions from SC, GA, NC and AL markets - 2.5 million
- Cobb County Courier ad in-story (3x)150,000 circulation
- South Cobb Spotlight (4x) 20,000 circulation
- Logo on general printed promotions (10,000)
- Viral calendar posts from last three years totaling over three pages on Google
- Earned media from press releases, including MDJ, AJC, and other local media
- WALR - R&B - 35 to 40, :30 spots
- Sponsor acknowledgments from the national stage

WELCOME TO
SOUTH COBB





VIP TENT SEATING STAGE VIP AREA VIP LAWN SEATING MERCHANDISING
PORT-A-POTTIES PLATFORM SEATING SPONSORS FOOD VENDORS CHILDREN'S

SITE PLAN

SPONSOR OPPORTUNITIES

PLATINUM: \$50,000

Exclusivity as Title Sponsor

- First position for custom promotion, i. e. chance-to-win autos, trips, etc.
- Custom booth space and design
- Title on Music Stage banner
- Title on all festival entry banners (4)
- Position as title in all media (see media plan)
- Interview opportunities w/media
- Premier and focal point space during festival
- Logo on T-shirts, posters and flyers
- Website title and link
- *(One is available)*

GOLD: \$35,000

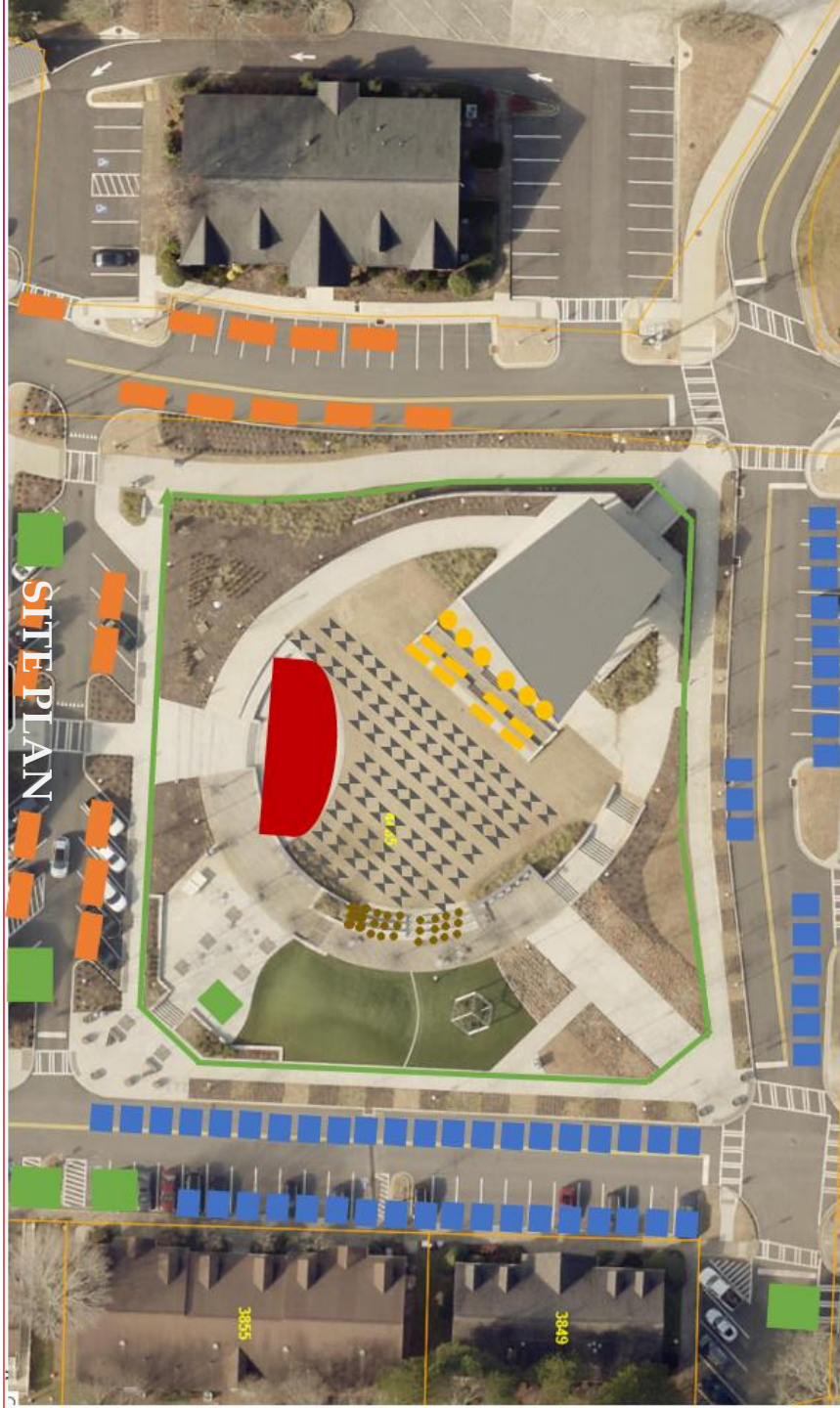
Exclusivity in product category

- 2nd position for custom promotion/space during festival
- Sponsors participation in non-profit program (including setup and supplies and 15% donation to cause)
- Custom booth space and design
- Logo on stage banner
- Logo on T-shirts, posters and flyers
- Mention in all media
- Web page link
- *(Two are available)*

SILVER: \$20,000

Exclusivity in product category

- Chili Cook-off/Cooking Demonstration/Kids Corner or Other Custom Promotion
- Exclusive Media demonstration coverage
- 20 x 20 booth spaces at Festival
- Custom promotion in all media: radio, television, print
- Logo on stage banner
- Logo on T-shirts, posters and flyers
- Web Page link
- *(Three are available)*



SPONSOR OPPORTUNITIES CONTINUED

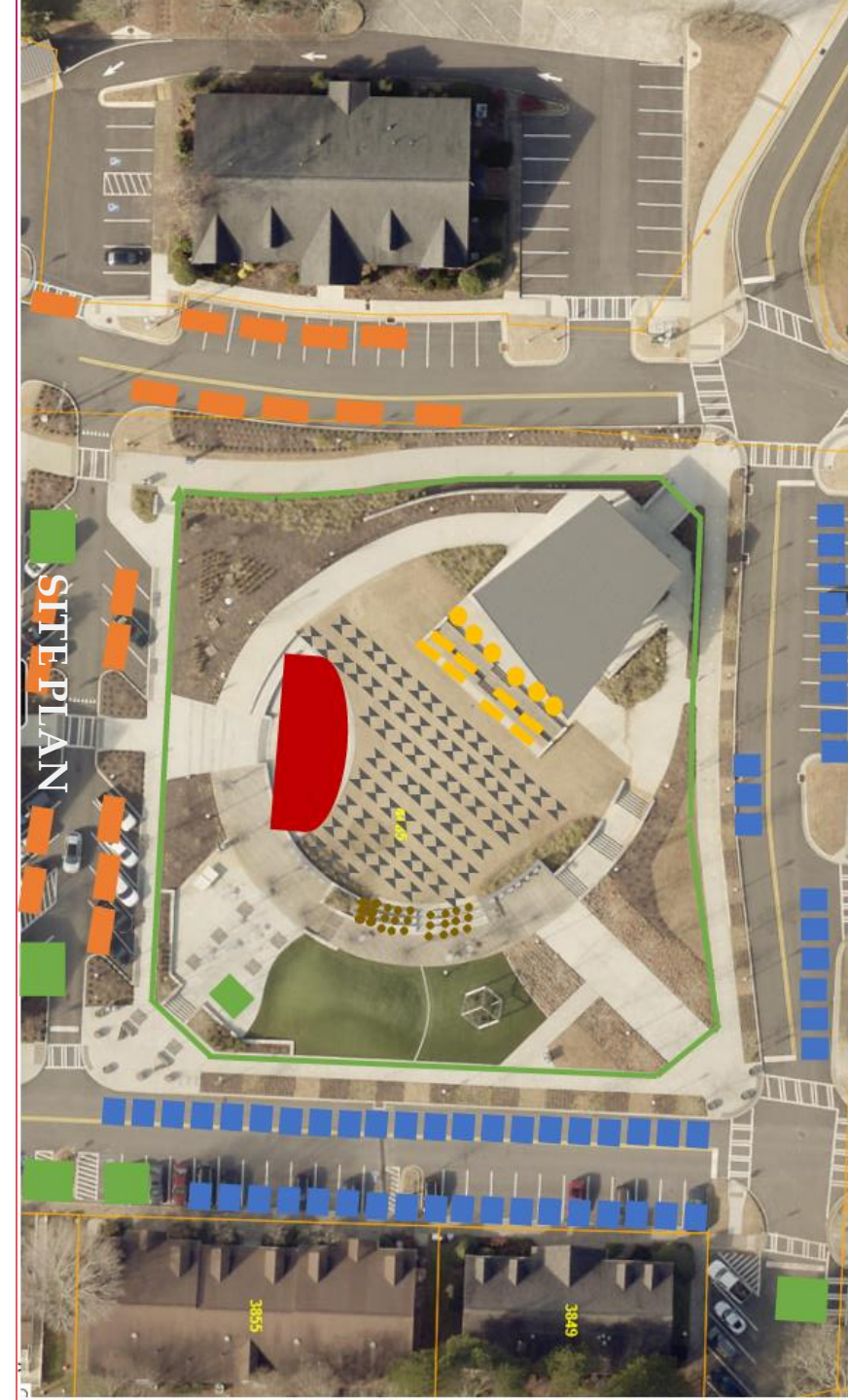
BRONZE: \$15,000

Custom Promotion

- Wine Tasting/5K Race/Karaoke
 - 20 x 20 Booth space at festival
 - Logo on stage banner
 - Mention in all media
 - Logo on T-shirts, posters and flyers
 - Web page link
- (Five are available)*

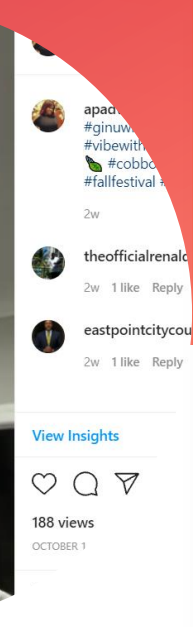
Other Sponsorships:

- **\$10,000** – Beverage
- **\$10,000** – Big Screen Sports or Movie Previews
- **\$10,000** – Senior Organization
- **\$10,000** – Environmental Sustainability Groups
- **\$2,500** – Corporate vending





2022 FESTIVAL





2021 FESTIVAL

