



12th Annual Penny McHenry Hydrangea Festival
Saturday – Sunday, June 1st & 2nd, 2019 | 9 AM – 5 PM
www.hydrangeafest.org

Dear Sponsor,

We're delighted at your interest in sponsoring the 12th Annual Penny McHenry Hydrangea Festival in Douglasville | Douglas County, GA and eagerly await your completed application.

The Penny McHenry Hydrangea Festival is held each year in the month of June, when Douglasville becomes the Hydrangea Capitol of the South. It is a two-day outdoor/indoor event known by its award-winning Standard Flower Show.

The Penny McHenry Hydrangea Festival is a nationally recognized and award-winning Festival bringing thousands of festival-goers to share in their love and appreciation of the flowering plant and artisans' crafts.

We are pleased to offer you the opportunity to immerse your company in our event and provide a suitable platform from which to reach your target audience. Events allow companies to take part in Experiential Branding, a strategy that allows grass roots interaction with consumers. Experiential branding is the intersection of entertainment and marketing. Become a part of the event experience, not an interruption and create lasting, personal and emotional impressions among your target audience. The Penny McHenry Hydrangea Festival offers a wide range of opportunities to extend market reach, increase brand awareness and loyalty, while ultimately increasing sales by aligning with this well-known, well-respected and proven event.

If you have any questions you can email us at info@hydrangeafest.org, or call us at (770) 947-5920 Monday through Friday, 8 AM – 5 PM (EST).

We appreciate your interest and look forward to receiving your 2019 Penny McHenry Hydrangea Sponsorship application!



12th Annual Penny McHenry Hydrangea Festival
Saturday – Sunday, June 1st & 2nd, 2019 | 9 AM – 5 PM
www.hydrangeafest.org

2019 Penny McHenry Hydrangea Sponsorship Options

Festival Promoter - \$4,000

This high-profile sponsorship offers company recognition in prominent locations on the festival site, as well as in media efforts. Interact with patrons and create an experience for your clients that they will not forget.

Festival Sampler - \$1,500

This level offers businesses a way to give samples of food or drink (size and brand restrictions may apply) so patrons can “taste” your product on-site. Space provided is 10 x 20 with tents, tables and chairs in a high traffic area.

Children’s Area Sponsor - \$3,000

This is the highlight for all children attending the festival. This sponsorship aligns your company with a positive social interaction among family members and friends. Your company name will be highly visible in this area of the festival as you can interact one on one with families.

Festival Team Builder - \$750

This level also offers businesses a way to interact with the festival’s audience and associate their company’s name with the festival by having a 10 x 10 space, tent, table and chairs in a high traffic area.

“**SPONSORS NAME** Children’s Area”

Festival Executive - \$2,000

This sponsorship level still gives the opportunity for businesses to interact with the festival’s audience, allows some presence during the festival’s marketing campaign, and signage on-site during the festival. Put your business, products or services in front of people and make a lasting impression.

Hydrangea Sponsor - \$250

Become a supporting sponsor of this wonderful community event and enjoy a website listing & link, print promotion and listing on sponsor sign.



12th Annual Penny McHenry Hydrangea Festival
 Saturday – Sunday, June 1st & 2nd, 2019 | 9 AM – 5 PM
www.hydrangeafest.org

2019 Penny McHenry Hydrangea Sponsorship – Benefits at a Glance

Benefit	Festival Promoter \$4,000	Children's Area Sponsor \$3,000	Festival Executive \$2,000	Festival Sampler \$1,500	Festival Team Builder \$750	Hydrangea Sponsor \$250
Radio Promotion	Name	Name				
Exhibitor Space	Up to 4 spaces	Up to 3 spaces	2 – 10 x 10 spaces	2 – 10 x 10 spaces	1 – 10 x 10 space	
Stage Banner	(Business must supply)		(Business must supply)			
Banners on Festival Grounds	(Business must supply)	(Business must supply)				
Print Promotion	Logo	Logo	Logo	Logo	Name	Name
Naming Rights for Element		Logo				
Web Site Presence	Logo	Logo	Logo	Logo	Name	Name
Social Media Promotion	Included	Included	Included	Included	Included	Included
Sponsor Sign	Logo	Logo	Logo	Logo	Name	Name
VIP Garden Tour Tickets	Twenty Tickets	Fifteen Tickets	Ten Tickets	Eight Tickets	Four Tickets	Two Tickets
Misc.		15 Unlimited Ride Bands				



12th Annual Penny McHenry Hydrangea Festival
Saturday – Sunday, June 1st & 2nd, 2019 | 9 AM – 5 PM
www.hydrangeafest.org

2019 Penny McHenry Hydrangea Sponsorship Application

If you are interested in participating in the 2019 Penny McHenry Hydrangea Festival, please fill-out this form completely and return it with your payment.

- | | |
|--|--|
| <input type="checkbox"/> Festival Promoter - \$4,000 | <input type="checkbox"/> Festival Sampler - \$1,500 |
| <input type="checkbox"/> Children's Area Sponsor - \$3,000 | <input type="checkbox"/> Festival Team Builder - \$750 |
| <input type="checkbox"/> Festival Executive - \$2,000 | <input type="checkbox"/> Hydrangea Sponsor - \$250 |

Company Name: _____

Contact Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Website: _____

Phone: _____

E-mail Address: _____

List Product/Promotion: _____

Payment Information

****Check enclosed: Checks payable to: *Keep Douglasville Beautiful***

*****A \$30 charge will apply to any returned check.**

Select Method of Payment:

- Check Money Order Visa MasterCard American Express

Name on Credit Card _____

Credit Card Number _____

Amount _____

Expiration _____ CVV (3 Digit number on back of the Card) _____

Note: A convenience fee of 2.50% or \$2.00 (whichever is greater) will be passed onto the Cardholder for using this service.

Cardholder Printed Name _____

Cardholder Signature _____



12th Annual Penny McHenry Hydrangea Festival
Saturday – Sunday, June 1st & 2nd, 2019 | 9 AM – 5 PM
www.hydrangeafest.org

Mail payment and application by **Friday, April 12, 2019** to:

Douglasville Convention and Visitors Bureau
6695 Church Street
Douglasville, GA 30134
770-947-5920

**The 2019 Penny McHenry Hydrangea Festival Sponsor Application will not be juried until payment is received.*

Signing this contract will authorize the Douglasville Convention and Visitors Bureau to charge the amount specified above, if your application is accepted. If you are not accepted, you will not be charged. **No refunds will be given for cancellation of the event for circumstances beyond our control.**

I have read fully all the details as set forth and agree to abide by any exhibit rules and regulations, which are part of this contract. I hereby agree to indemnify and hold harmless the Douglas County Museum of History and Art, City of Douglasville, Douglas County, all organizations and persons sponsoring, managing or in any other way participating in the 2019 Penny McHenry Hydrangea Festival, from any loss, claim, penalty or lawsuit in any way arising from my operation or involvement in the festival.

Signature _____

Date _____

NOTE: This is a rain or shine event. Once accepted into the event, all fees paid are non-refundable.

Also, please submit your company logo to info@hydrangeafest.org no later than Friday, May 3, 2019.

We look forward to your participation in the 2019 Penny McHenry Hydrangea Festival!