



## SPONSOR INFORMATION





# SPONSOR OPPORTUNITIES

**Now is your chance to demonstrate your organization's community support and to stand out from other businesses by linking your brand to Athens' two most celebrated non-profit fundraisers!**

AthFest Educates produces two annual fundraising events. Each of these events provide unique ways for your business to reach tens of thousands of people while demonstrating active community engagement to your customers.



**82%**  
**of U.S. consumers**  
consider corporate social  
responsibility when deciding  
which products or services to  
buy and where to shop.

According to a 2013 study by Cone Communications and Echo Research,

## Two Individual Demographic Groups

AthFest and AthHalf each reach unique audience segments.

### AthFest (Annually in June)

- Encompasses multiple activities appealing to all age groups
- Showcases local talent in the music and arts
- High profile visibility in regional travel publications
- High-traffic website receives up to 30K views/mo.
- Voted Athens' Favorite Festival/Event for the past 5 years\*

### AthHalf (Annually in October)

- Targeting ages from 24 - 55 years old
- Targeting median HH incomes of 150K or more
- Aggressively marketed across multiple media outlets
- Marketed to audiences from N. Georgia to Tenn. and SC.
- Athens' premier distance running event

## Sponsor Visibility Opportunities

AthFest Educates puts a lot in to promoting these fantastic events. With those efforts come big opportunities to recognize the organizations that help make it happen! Below are some of the ways sponsors at various levels might earn a lot of visibility in return for their contributions\*\*.

MEDIA	ATHHALF IMPRESSIONS	ATHFEST IMPRESSIONS
TV Advertising	150,000	150,000
Online Radio Advertising	64,000	64,000
Social Media Sponsor Call-Outs	5,000	13,000
Print Advertising	65,000	120,000
Website Traffic (month of event and previous 60 days - 90 day total)	22,000 unique visitors	57,000 unique visitors
Billboard Advertising	150,000	150,000
<b>Total Brand Impressions Available:</b>	<b>456,000 impressions</b>	<b>554,000 impressions</b>

\*AthFest was selected by the public as winner of Flagpole Magazine's Favorite Festival/Event for the past five years.

\*\*Number of impressions is subject to change depending on each year's budgeting requirements.

## THE ATHENS, GA HALF MARATHON



**34,000**

AVERAGE YEARLY WEBSITE VISITORS

**2,800**

AVERAGE YEARLY PARTICIPANTS

**25-44**

AVERAGE PARTICIPANT AGE RANGE

**OVER 4K**

ENGAGED FACEBOOK FANS

## ATHENS PREMIER ANNUAL MUSIC AND ARTS FESTIVAL



MUSIC • ART • FILM • KIDS  
DOWNTOWN ATHENS, GA

AthFest is a multi-day music and arts festival appealing to *all age groups* through a variety of activities.

**71,000**

AVERAGE YEARLY WEBSITE VISITORS

**30,000**

AVERAGE FESTIVAL ATTENDEES

**OVER 13K**

ENGAGED FACEBOOK FANS

### AVERAGE PARTICIPANT AGE BY EVENT

**18-45**

OUTDOOR MUSIC AND ARTS EVENTS

**18-30**

CLUB CRAWL

**4-13**

KIDS FEST

TAKE ADVANTAGE OF THESE OPPORTUNITIES TODAY! CONTACT  
SPONSORSHIP SALES AT: [SPONSORS@ATHFESTEDUCATES.ORG](mailto:SPONSORS@ATHFESTEDUCATES.ORG)





## ABOUT ATHFEST EDUCATES

AthFest Educates is a 501(c)(3) nonprofit organization whose mission is to sustain and advance music and arts education for the young people in Athens-Clarke County. In order to fulfill its mission, AthFest Educates produces two annual fundraisers, the AthFest Music & Arts Festival and the AthHalf Half Marathon. The proceeds from these two events fund the organization's bi-annual grant-making efforts. Awards are issued in September and January of each academic year.

Average of **\$50,000** in grants distributed yearly.

Average of **6,000** youth benefit from Athfest Educates grants yearly.

**25-30** grantees selected each year



## CREATING AN IMPACT

AthFest has issued over \$200,000 in grants throughout the Athens community. All fourteen Clarke County School District elementary schools and four middle schools have received AthFest Educates grants.

AthFest Educates and its Board of Directors have identified its three funding priorities as:

1. music and arts equipment
2. music and arts programs and experiences
3. professional development for art and music educators and youth development specialists

“*The arts are central in the lives of our students - and who we are as a district. The impact of the arts in our schools strengthens our overall educational program and helps to define who we are.*

*-Philip D. Lanoue, Ph.D.*

*Superintendent, Clarke County School District*





# Guide To Sponsor Benefits

The AthHalf Half Marathon attracts thousands of runners and spectators every year. As AthFest Educates' flagship fundraiser sponsors enjoy a high level of visible impressions with young families and up-and-coming professionals.

## LEVEL 1 PLATINUM

### Sponsorships of \$5,000 Receive:

- ☐ A booth during the Health and Fitness Expo
- ☐ A booth (10' x 10') in race finish line area
- ☐ Logo on advertising: billboards, print, online radio, online display, posters and t-shirts
- ☐ Logo on race mile markers
- ☐ Logo on the race website and link to sponsor's website
- ☐ Banners (6) will be hung at start and finish lines
- ☐ A promotional ad in the virtual race registration bags
- ☐ 4 race shirts and 4 free race registrations

## LEVEL 2 GOLD

### Sponsorships of \$2,500 Receive:

- ☐ A table during the Health and Fitness Expo
- ☐ Logo on advertising: print, online display, posters and t-shirts
- ☐ Logo on the race website and link to sponsor's website
- ☐ Banners (4) at start and finish lines
- ☐ A promotional ad in the virtual race registration bags
- ☐ 2 race shirts and 2 free race registrations

## LEVEL 3 SILVER

### Sponsorships of \$1,000 Receive:

- ☐ A table during the Health and Fitness Expo
- ☐ Logo on print advertising
- ☐ Logo on race t-shirts
- ☐ Logo on race posters/flyers
- ☐ Logo on the race website and link to sponsor's website
- ☐ Sponsor's banners (2) at start and finish lines
- ☐ Ad in the virtual race registration bags
- ☐ 2 race shirts and 2 free race registrations

## LEVEL 4 BRONZE

### Sponsorships of \$750 Receive:

- ☐ Logo will be displayed on race t-shirts
- ☐ Logo will be displayed on race posters/flyers
- ☐ Logo on race website with link to sponsor's site
- ☐ Ad in the virtual race registration bags
- ☐ 1 race shirt and 1 free race registration

## LEVEL 5 PATRONS

### Sponsorships of \$500 Receive:

- ☐ Logo on race website and link to sponsor's website
- ☐ Ad in the virtual race registration bags
- ☐ 1 race shirt and 1 free race registration

## HEALTH AND FITNESS EXPO

Promote, display, distribute samples or sell your products at our Health and Fitness Expo. This Expo is free and open to everyone. The Expo is the site for registration packet pickup.

- ☐ 10 x 10 ft. Booths are \$250 and include a 10 x 10 ft. space, 8 ft. table, table cloth and 2 chairs
- ☐ 8 ft. Tables are \$100 and include a 8 ft. table, table cloth and 2 chairs. Table displays only and does not include additional floor space

*Electricity, high speed internet, TVs and monitors, extra tables and more are available to rent through the Classic Center at: [riccorp.com/tcchtml/ewo.htm](http://riccorp.com/tcchtml/ewo.htm)*

## VIRTUAL RACE PROMOTION \$100:

Includes a promotional advertisement in the Virtual Race Bag sent to every registered runner. This online goody bag is available exclusively to registered runners. There are 3 separate emails promoting the bags to the runners. Your ad can be sent camera-ready or be prepared by Flagpole for a small fee.



# Call Us! 706-549-0301

AthFest Educates is a 501(c)3 non-profit organization benefiting music and arts education programs.



# Sponsor Benefits Breakdown

BENEFITS	SPONSOR LEVELS				
	PLATINUM \$5,000	GOLD \$2,500	SILVER \$1,000	BRONZE \$750	PATRON \$500
Booth at Health and Fitness Expo	✓				
Table at Health and Fitness Expo		✓	✓		
Logo in TV Advertising	✓				
Online Radio Advertising Mentions	✓				
Logo on Billboards	✓				
Logo on Race Mile Markers	✓				
Logo on Print Ads	✓	✓	✓		
Logo on Event Posters	✓	✓	✓		
Banners at Start and Finish Lines	6	4	2		
Ad in Virtual Race Registration Bags	✓	✓	✓	✓	✓
Logo on Website	✓	✓	✓	✓	Name Only
Logo on Runners' T-shirts	✓	✓	✓	✓	
Race T-shirts	4	2	2	1	1
AthHalf Race Registrations	4	2	2	1	1



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