



*11th Annual*  
**Gardendale Magnolia Festival**  
Gardendale Civic Center, May 4-5, 2012  
*The Total Family Experience*

Dear Potential Sponsor,

The Gardendale Magnolia Festival Committee and the city of Gardendale would like to invite you to participate as a sponsor of the **11th Annual Gardendale Magnolia Festival** held May 4-5, 2012. Last year, the festival drew over 20,000. This year, we expect that number to increase because we have moved the weekend so it won't fall on the Alabama and Auburn A Day games (Alabama loves it's football!). The festival boasts North Jefferson County's largest event! It features over 150 arts and craft/business vendors, classic car show, carnival rides and inflatables, pony rides, pooch parade, Kids "N Art free art classes, silent auction, live entertainment all day on three stages, not to mention some of the finest food vendors around.

The festival is highly advertised with television, radio, newspapers, interstate billboard, Alabama Dept. of Tourism calendar of events, festival websites, GMF website, Chamber of Commerce, local magazines, posters, and fliers. It was named one of the **Alabama Dept. Tourism's Top Ten Events** for April in the calendar of events in 2010. The weather has been presented by Fox6 from Friday Nite Ignite the past 2 years. Sponsor logos are presented on the GMF website all year. **Please review all benefits of GMF sponsorship on the attached Sponsorship Opportunities page.**

The proceeds of the Gardendale Magnolia Festival benefit college scholarships for area high school students. This year, we are also supporting two charities: Breast Cancer Research Foundation of Alabama and Cornerstone Ranch. We strive to involve as many civic organizations, churches, and volunteer groups as possible. The result of the collective efforts of these communities is a high quality festival full of fun for the entire family, many students are assisted in their efforts to further their education, and lives are changed through the charities we support.

We also have a program to encourage elementary students to volunteer in their community. The program is called The Giving Tree, Giving Back To Our Community.

Feel free to contact me by telephone or email if you have any questions. I will contact you in the next 2 weeks. I look forward to talking to you.

Please visit our website [www.magnoliafestival.org](http://www.magnoliafestival.org) (over 14,000 hits so far this year!) for more information. Please mail sponsorship agreement and check to: Gardendale Magnolia Festival, 5237 Short Leaf Lane, Gardendale, AL 35071. Please retain a copy of the contract as your receipt. An invoice is available upon request only.

Thank you,

**Kathleen Phillips**

Kathleen Phillips

Gardendale Magnolia Festival, Coordinator

[www.magnoliafestival.org](http://www.magnoliafestival.org)

kphillips1313@charter.net

205-514-6799



**11th Annual Gardendale Magnolia Festival 2012**  
**May 4-5, 2012**  
**SPONSORSHIP OPPORTUNITIES**

**Please review the following sponsorship benefit packages and select the one that best suits your needs. If you choose a package that includes your logo on signage, please email your color AND black and white logo to: [kphillips1313@charter.net](mailto:kphillips1313@charter.net)**

**Attach a business card to the agreement. Please mail your signed Sponsorship Agreement AND check to: Gardendale Magnolia Festival, 5237 Short Leaf Lane, Gardendale, AL 35071**

## **Presenting Sponsor – City of Gardendale**

### **Diamond Level**

**\$7,500+** (Deadline- February 1, 2012)

- \***Logo** on Alabama Tourism hotel/rest stop tourism rack cards /brochures).
- \***Logo** on television advertisements.
- \***Logo** on highway billboards.
- \***Logo** on television ads and ALL print media, i.e.: The Birmingham News, North Jefferson News insert ads, posters, flyers, t-shirts. etc.
- \***Logo** on main Civic Center stage banner larger than Platinum Level.
- \***Logo** on Magnolia Festival website listed first
  
- \*Special recognition plaque for festival support.
- \*Free Vendor Village booth, if desired.
- \*12 free festival t-shirts, if desired. (Can be given away as promotion.)
- \*12 free festival souvenir cups, if desired. (Can be given away as promotion.)

### **Platinum Level**

**\$5,000+** (Deadline-February 15, 2012)

- \***Logo** on highway billboards.
- \***Logo** on ALL print media, i.e.: The Birmingham News, North Jefferson News insert ads, posters, flyers, t-shirts. etc.
- \***Logo** on main Civic Center stage banner larger than Gold Level.
- \***Logo** on Magnolia Festival website listed on first line.
  
- \*Special recognition plaque for festival support.
- \*Free Business Vendor Village, if desired.
- \*8 free festival t-shirts, if desired. (Can be given away as promotion.)
- \*8 free festival souvenir cups, if desired. (Can be given away as promotion.)

### **Gold Level**

**\$2,500+** (Deadline-February 15, 2012)

- \***Logo** on ALL print media INCLUDING Alabama Tourism Dept. rack cards located in hotels and rest stops, i.e.: The Birmingham News, North Jefferson News insert, posters, flyers, t-shirts. etc. with larger font than Silver.
- \***Logo** on main Civic Center stage banner larger than Silver Level.
- \***Logo** on Magnolia Festival website listed before Silver and larger than Silver.
- \*Special recognition plaque for festival support.
- \*Free Vendor Village booth May 5, if desired.
- \*6 free festival t-shirts, if desired.

### **Silver Level**

**\$1,000+** (Deadline-March 1, 2012)

- \*Inclusion in ALL print media except tourism rack cards, i.e.: Birmingham News, North Jefferson News, posters, flyers, t-shirts, etc. with larger font than Bronze level.
- \***Logo** on Civic Center stage banner larger than Bronze Level.
- \***Logo** on Magnolia Festival website
- \*Free Vendor Village booth May 5, if desired.
- \*Special recognition plaque for festival support.
- \*Five free festival t-shirts, if desired.

### **Bronze Level**

**\$500+** (Deadline-March 14, 2012)

- \***Logo** on Birmingham News, North Jefferson News ads, festival t-shirts.
- \***Logo** on Civic Center stage banner.
- \***Logo** on Magnolia Festival website
- \*Logo on full color (11 x 17) posters AND (11x8 ½) fliers
- \*Free Vendor Village booth May 5, if desired
- \*Certificate of Appreciation.
- \*Three free festival t-shirts.

### **Supporter Level**

**\$250+** (Deadline-March 14, 2012)

- \***Company name not logo** listed in The Birmingham News insert ad, North Jefferson News insert ad, **festival t-shirts**.
- \***Company name not logo** listed on Magnolia Festival website and Civic Center stage sign
- \*Company name not logo on full color (17x11) posters not fliers.
- \*Free Vendor Village booth May 5, if desired
- \*Certificate of Appreciation.
- \*Two free festival t-shirts.



## 2012 GARDENDALE MAGNOLIA FESTIVAL

### SPONSORSHIP AGREEMENT

(Please print first, then fill out and sign.)

I, \_\_\_\_\_ as representative of

\_\_\_\_\_ (Company Name) agree to be a sponsor

for the 2010 Magnolia Festival and will contribute the sum of \$ \_\_\_\_\_  
to be included as a \_\_\_\_\_ level sponsor.

-If you would like the GMF complimentary t shirts for sponsors, please list sizes  
according to the number offered for each Sponsorship level, ie 2L, 1M, 3sm \_\_\_\_\_

- Sponsor will be given recognition per the attached 2012 Gardendale Magnolia  
Festival Sponsorship Opportunities sheet. -

-Receipts will only be given upon request. Please attach check with agreement.

### INDEMNITY AGREEMENT

Sponsor agrees to indemnify and hold harmless the GARDENDALE MAGNOLIA FESTIVAL, it's board of directors, agents and employees (including volunteers), the Greater Gardendale Chamber of Commerce, it's officers, board of directors, agents, volunteers and employees, the Gardendale Rotary Club, it's officers, board of directors, agents, volunteers and employees, and the City of Gardendale from any loss, liability, damage or cost, including attorney fees, arising out of it's sponsorship and participation in the GARDENDALE MAGNOLIA FESTIVAL, whether caused or not by the neglect or willful act of the sponsor or any other persons or entity.

Sponsor has read and understands this agreement including **INDEMNITY AGREEMENT** is authorized to and voluntarily signs the same.

Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

Email: \_\_\_\_\_ Day Phone \_\_\_\_\_

Mailing  
address \_\_\_\_\_

Please make check payable to the "GARDENDALE MAGNOLIA FESTIVAL" and mail or fax to:  
Check Must Be Received by mail before we count application "received".

**GARDENDALE MAGNOLIA FESTIVAL 2012**

**5237 Short Leaf Lane, Gardendale, AL 35071**

FAX: 205-608-1800 E-mail: [kphillips1313@charter.net](mailto:kphillips1313@charter.net)

[www.magnoliafestival.org](http://www.magnoliafestival.org)



# 11th Annual Gardendale Magnolia Festival

Gardendale Civic Center | May 4-5, 2011 | 10 am– 5 pm

[www.magnoliafestival.org](http://www.magnoliafestival.org)

## VENDOR VILLAGE BOOTH REGISTRATION FORM (SPONSORS)

**Please print before filling in blanks.**

**Must have handwritten signature.**

Company/Organization Name: \_\_\_\_\_

Applicant(s) Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**E-mail Address** \_\_\_\_\_

Daytime Phone (include area code) \_\_\_\_\_ Evening Phone \_\_\_\_\_

*(Phone numbers will not be sold or distributed to any third parties. Use of phone numbers are for Festival Organizers only in the event of Festival changes or additional needed information.)*

Please list the item(s) you wish to exhibit at the Gardendale Magnolia Festival in the space provided below:

**2012 Booths May 5<sup>th</sup> only - All Exhibit Spaces are 10'x10'  
(Please Check Inside or Outside Choice)  
(No charge for electricity for Sponsors. Check only if needed.)**

**Inside:**

\_\_\_\_\_ Aisle Booth(s).....  
\_\_\_\_\_ Electrical Connection (110v)(optional) .....

**Civic Center Complex Outside Grass Area:** (first paid first served-limited)

\_\_\_\_\_ Aisle Booth(s) .....

\_\_\_\_\_ Electrical Connection (110v) .....

*(Sponsor needs to provide their own racks/shelving/lattice work, etc to hang items and separate their booth from the others, if desired. No pipe and draping will be provided. Nothing can be hung/taped to the wall. 10 x 10 spaces will be taped off inside and painted on ground outside.)*

*Sponsor needs to furnish own heavy-duty extension cords. Electricity spots limited*

Please include this registration form along with Sponsor Registration Form and Waiver/Release in same envelope. Mail to: "Gardendale Magnolia Festival, 5237 Short Leaf Lane, Gardendale, AL 35071, Kathleen Phillips (205) 514-6799.

**(NO CASH) CHECK DUE WITH APPLICATION.**

**Acceptance of Rules:**

I/we the applicant(s) have read the "2012 Terms & Conditions" and "RELEASE and WAIVER of LIABILITY and INDEMNITY AGREEMENT" listed separately and agree to abide by said conditions.

Exhibitor's Signature \_\_\_\_\_ Date \_\_\_\_\_

**FOR OFFICE USE ONLY**

Application Check No. \_\_\_\_\_ Date Received \_\_\_\_\_  
STATUS:  Accept  Pending  Declined  Confirmation Sent \_\_\_\_\_