



9th Annual Gardendale Magnolia Festival

Gardendale Civic Center, April 15-17

The Total Family Experience

Dear Potential Sponsor,

The Gardendale Magnolia Festival Committee and the city of Gardendale would like to invite you to be a sponsor for our **9th Annual Gardendale Magnolia Festival** to be held April 15-17, 2010. We have been named one of the **Top 10 events in April in the Alabama Tourism Calendar of Events!** This is sure to increase our numbers at the already growing event. Last year, the festival drew over 15,000 to the Gardendale Civic Complex (and that is with Auburn and Alabama's A Day games falling on that day). This year, we expect over 25,000 because we have expanded the festival to 3 days. It will include the North End Council of Federated Garden Club's Flower Show on Thursday and an evening of entertainment on Friday, April 16. The festival boasts North Jefferson County's largest event! It features an arts and craft show, business expo, classic car show, carnival rides and inflatables, pony rides, pooch parade, flower show, Kids "N Art program, silent auction, live entertainment all day on two stages, not to mention some of the finest food around. The first Miss Gardendale Magnolia Festival was crowned last year and will compete in the Miss Alabama pageant in June. The Junior Miss Magnolia Festival pageant will be April 10.

The Gardendale Magnolia Festival is an event designed to bring many communities in the North Jefferson area together to demonstrate unity and support our local students. The proceeds of the Magnolia Festival benefits college scholarships for area high school students. We awarded \$10,000 in scholarships last year to deserving high school students. Our scholarships consider financial need, academic talents, include an essay, and have an emphasis on volunteerism. 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 and many students are assisted in their efforts to further their education. This year, we are starting a new program to encourage elementary students to volunteer in their community. Gardendale Elementary School is piloting The Giving Tree, Giving Back To Our Community program that encourages elementary children to volunteer in their schools, churches, and communities. They can earn free carnival tickets and arm bands with their volunteer efforts.

We hope you will find the Gardendale Magnolia Festival worthy of your sponsorship. Please find the levels of attached. Feel free to contact me by telephone or email if you have any questions. Please visit our website www.magnoliafestival.org for more information. Please mail to: Magnolia Festival, 5237 Short Leaf Lane, Gardendale, AL 35071. Please retain a copy of the contract as your receipt. I look forward to hearing from you soon.

Thank you,

Kathleen Phillips

Kathleen Phillips
Magnolia Festival, Event Coordinator
www.magnoliafestival.org
205-608-1800



Gardendale Magnolia Festival 2010 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 logo to: kphillips1313@charter.net

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

Diamond Level

\$7,500+

- ***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 entertainment stage banner with large font and listed on first line.
- ***Logo** on Magnolia Festival website listed on first line.
- *Special recognition plaque for festival support.
- *Free Business Expo booth, if desired.
- *12 free festival t-shirts, if desired.

Platinum Level

\$5,000+

- ***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 entertainment stage banner with large font and listed on second line.
- ***Logo** on Magnolia Festival website listed on first line.
- *Special recognition plaque for festival support.
- *Free Business Expo booth, if desired.
- *12 free festival t-shirts, if desired.

Gold Level

\$2,500+

- ***Logo** on ALL print media except tourism rack cards, i.e.: The Birmingham News, North Jefferson News insert ads, posters, flyers, t-shirts. etc. with larger font than Silver.
- ***Logo** on main entertainment stage banner.
- ***Logo** on Magnolia Festival website listed before Silver and larger than Silver.
- *Special recognition plaque for festival support.
- *Free Business Expo booth, if desired.
- *6 free festival t-shirts, if desired.

Silver Level**\$1,000+**

- *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 entertainment stage banner.
- ***Logo** on Magnolia Festival website listed
- *Free Business Expo booth, if desired.
- *Special recognition plaque for festival support.
- *Five free festival t-shirts, if desired.

Bronze Level**\$500+**

- ***Logo** on Birmingham News, North Jefferson News ads, festival t-shirts.
- ***Logo** on entertainment stage banner.
- ***Logo** listed on Magnolia Festival website
- *Free Business Expo booth, if desired
- *Certificate of Achievement.
- *Three free festival t-shirts.

Supporter Level**\$250+**

- ***Company name** listed in The Birmingham News insert ad, North Jefferson News insert ad, festival t-shirts.
- ***Company name** listed on Magnolia Festival website
- *50% discount on Business Expo booth, if desired
- *Certificate of Achievement.
- *Two free festival t-shirts.

Marquee Blitz

Any North Jefferson area business that has a marquee (not sign in window) and posts information about the Gardendale Magnolia Festival AT LEAST two weeks before festival will receive a FREE Business Expo booth fee. Examples of posting: (1) Gardendale Magnolia Festival, April 15-17 (2) Join us at Gardendale Magnolia Festival, Gardendale Civic Center, April 15-17 (3) Gardendale Magnolia Festival, www.magnoliafestival.org

- *FREE Business Expo Booth Rental at Gardendale Magnolia festival.



2010 GARDENDALE MAGNOLIA FESTIVAL
April 15-17, 2010 - SPONSORSHIP AGREEMENT

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.

- Sponsor will be given recognition per the attached 2010 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 _____

Please make check payable to the "GARDENDALE MAGNOLIA FESTIVAL" and mail to the address listed below:

GARDENDALE MAGNOLIA FESTIVAL 2010
5237 Short Leaf Lane, Gardendale, AL 35071
205-608-1800 E-mail: kphillips1313@charter.net
www.magnoliafestival.org