



# BLUES

**CONCERT & FESTIVAL**

*Experience a world of music, food and art*

**Saturday, September 25, 2010**

**BLUES CONCERT & CITY FESTIVAL**

10 AM - 9 PM

**Sunday, September 26, 2010**

**CITY FESTIVAL & 2 ENTERTAINMENT STAGES**

10 AM - 7 PM

# SPONSOR PACKET

## ***Clarkston is truly the best kept secret in Atlanta – give us two days and we will show you why!***

The Clarkston Festival Committee has organized a premier event that will celebrate diversity and encourage a greater understanding of cultural differences through music, the arts and food. This event will also provide a wonderful venue for promoting local and regional businesses and talent. Art and music touch the heart, inspire the imagination and draw people together. Add a wonderful food experience and you have an event that will knock your socks off!

### **Clarkston City Blues Concert and Festival 2010**

*The Clarkston City Blues Concert and Festival* is the ultimate International festival experience that ignites on more than 5 acres in Milam Park. This annual two-day music blowout features two stages offering live music all day in front of over 30,000 screaming fans. The Festival will fill up to 20 slots with artists who submit online through Sonicbids! or by direct e-mail to [talent@clarkstonfestival.com](mailto:talent@clarkstonfestival.com) or P.O. Box 68 Clarkston, GA, 30021.

The festival celebrates diversity in music and features dozens of local, regional and national performers in genres including Alternative, Country, R&B, Reggae, Blues, Zydeco, Rock n' Roll, Pop, Latin and everything in between. This year's Festival performers include four award-winning national blues acts and many local and regional performers in Jazz, Gospel and International music genres.

This year's Clarkston City Blues Concert and Festival will provide exciting and affordable entertainment for all ages and musical tastes, plus a variety of food, shopping and children's activities. The Festival will also include a Dekalb County Health Fair and Veterans Services Village.

The Clarkston City Blues Concert & Festival is a premier event building on previous events to make Clarkston the music capital of the Metro Atlanta area. To accommodate the overwhelming popularity of our previous events we have moved the concert and festival to Milam Park which is very close to Clarkston City Center and east of City hall. This will provide a beautiful, peaceful, relaxed venue for our attendees. Look for September 2010 to be bigger and better than anything Clarkston has seen to date!

The 2-day event is comprised of 9 event areas which include:

- The **International Pavilion** made up of community non-profit service organizations and cultural groups presenting material about their countries and ongoing projects.
- The **Business Pavilion**, giving a wonderful opportunity for our local and metro businesses and business associations to connect with thousands of attendees.
- Two performing arts stages, **Armistead Field Stage** and **City Festival Stage** featuring out standing performing artists all day both Saturday and Sunday.
- An **International Food Court** featuring delectable food and refreshing beverages.
- An **Art Walk** featuring over 75 artists from the Metro Atlanta area and around the world—featuring paintings, sculpture, jewelry (including precious metals and stones), photography, pottery, wearable art, ceramics, and photographs reflecting the rich cultural heritage of Clarkston and Metro Atlanta and all surrounding regions.
- The **Veteran's Service Village** offering support to our veterans and active service soldiers and their families.
- A **Farmer's Market** featuring produce and products from local and regional growers.
- A large family area of children's activities in the **Children's Court**, a safe inflatable play land, a rock climbing wall and other child-friendly venues offering youngsters the opportunity to experience the festival's creative atmosphere.

Admission to the **City Festival** is **free** to the public. The festival hours are Sat. Sept. 25 and Sun. Sept. 26 , 10am – 7pm

Admission to the **City Blues Concert**, Saturday, Sept. 25, Noon – 9PM is **\$30** (\$25 in advance). Go to [clarkstonfestival.com](http://clarkstonfestival.com) to order advance tickets.

**Free Parking:** There are many marked parking lots and side street parking spots around Milam Park and the City of Clarkston along with free shuttles to nearby Georgia Perimeter Parking lots. Follow the signs for parking when you get near the city on North Indian Creek, Ponce de Leon Ave., Church Street or Montreal Road.

The two day festival will be held rain or shine.

***Please leave your dogs and coolers at home. Our vendors and our festival clean-up crew thank you!***

The Clarkston Festival Committee is working in partnership with the City of Clarkston and with a number of local community civic and non-profit organizations in DeKalb County, Georgia and business partners to insure a large turnout for this premier event. Proceeds from the event, after paying the bills and setting aside seed money for next year's event, will go towards revitalization projects in the city of Clarkston that will benefit all residents.

Listed below are but a few of our **civic and community service organizations** that have contributed time and energy to the planning and putting on of this wonderful event.

**City of Clarkston**

**Clarkston Business Association**

**Clarkston Community Center**

**Clarkston Health Collaborative**

**Refugee Family Services**

**Veterans and Community Outreach Foundation of Clarkston, Inc. (VCOF)**

**VCOF Blues in the Schools Program**

The Festival will be held at **Milam Park**, 3867 Norman Rd., Clarkston, GA 30021.

This beautiful park within the city limits of Clarkston is perfectly situated off nearby I-285, I-85, US-78, I-20 and E Ponce de Leon Ave to attract Festival-goers, Blues-lovers and Veterans from:

Atlanta – 10 m, 23 minutes	Lawrenceville – 25 m, 34 minutes	Snellville – 14.5 m, 22 minutes
Avondale Estates – 4.1 m, 8 minutes	Lilburn – 10.2 m, 18 minutes	Stone Mountain – 5.6 m, 10 minutes
Buckhead – 10.2 m, 26 minutes	Lithonia – 15.8 m, 22 minutes	Tucker – 5.1 m, 11minutes
Chamblee - 10.7 m, 17 minutes	North Druid Hills – 7.8 m, 17 minutes	
Conyers – 21.6 m, 27 minutes	NorthLake – 4.8 m, 9 minutes	
Decatur – 4.9 m, 11 minutes	Norcross – 13.6 m, 20 minutes	
Doraville – 9.5 m, 15 minutes	Pine Lake – 3.5 m, 8 minutes	
East Point – 18.3 m, 32 minutes	Roswell – 23.2, 33 minutes	
Ellenwood – 18.9 m, 24 minutes	Sandy Springs – 16.5 m, 24 minutes	
Embry Hills – 7.5 m, 12 minutes	Snapfinger – 11 m, 16 minutes	

We are 30 minutes from everywhere in Metro Atlanta!!

The Clarkston City Blues Concert features 9 hours of the best, award-winning blues artists in our nation, including Joe Louis Walker, Kenny Neal, Theodis Ealey and Janiva Magness along with other premier local and regional artists, including The Rick Carter Project, Stoni Taylor, Miles of Stone and Zydeco T.

Plan to come early and bring your blanket! Seating will be on the great, big grassy field – perfect for concert –goers! We will have Food and beverage vendors inside the concert area too.



**Joe Louis Walker**



**Kenny Neal**



**Janiva Magness**



**Theodis Ealey**

**DAY 1** of the Festival is the **VCOF SUPPORT OUR SOLDIERS (SOS) DAY**.

We will have a huge outreach to local veterans and the VA Hospital located in nearby Decatur, GA. The SOS Support Our Soldiers, Inc. is dedicated to supporting many veterans' organizations that share a sincere commitment to uphold a strong sense of community service and social responsibility by providing services to needy active duty soldiers, veterans of war and their families. The Festival Committee is showcasing this wonderful movement to renew a sense of patriotism and brotherly love – to unite, raise awareness, educate, inspire and embrace our great nation. It is about America taking care of those who protect our freedoms. Also, the **DEKALB MEDICAL WOW VAN** will provide health screening and health information

**DAY 2** of the festival is **INTERNATIONAL CELEBRATION DAY** and will feature our same wonderful international, art, business and food areas along with entertainment by the Dazzlin' Dames (12 of the most beautiful women in GA – all former Ms. Senior Georgia winners!) and includes many wonderful International and gospel performing artists. We hope to have live performances also by the famous Fugees Soccer Team and the popular Atlanta Silverback soccer team and a drum circle.

**BOTH DAYS:**

We are also pleased to be a part of and support the Georgia Department of Health, Dekalb County "QUIT NOW PROGRAM". There will be screenings, information and displays.

We will also provide collection points at the event for the Atlanta Feed the Children campaign. The heart of the Feed The Children's U.S. program is distributing food to families in need. To do this, they work closely with partners that donate surplus food and other supplies, as well as with individual donors who help defray the cost of transporting the product donations.

***You won't want to miss either day!!***

The festival will be attended by people from all over the nation and the 19 county metro Atlanta area. The Metro Atlanta area represents one of the world's greatest regional economies. It successfully competes in the global market as a knowledge-based economy powered by its wealth of research and innovation.

The Metro Atlanta area's population consists of **5,549,717** in the 28-county Atlanta Metropolitan Statistical Area, designated by the Metro Atlanta Chamber of Commerce...

**4,209,700** in the 10-county Atlanta region...

**537,958** in the City of Atlanta.

*Source: Census Bureau, 2008; Atlanta Regional Commission, 2008*

The Atlanta Metro area is the **ninth largest metropolitan area in the country**, inhabited by approximately 5.5 million people. The Atlanta region has seen explosive growth in the past decade, adding more than 1.13 million residents between 2000 and 2008. It is the fastest growing area of the United States behind the Dallas-Fort Worth Metroplex.

**Atlanta Metro area residents love festivals.** Surveys show that they will typically attend 3.2 festivals a year, which is significantly higher than the national average.

Clarkston is a city livin' on the edge of redevelopment, with a population of 7500 in a 1.1 sq. mile radius, the city sits 30 minutes from most of that Metro Atlanta population.

***As we like to say, we are Atlanta's best kept secret! Just give us 2 days to show you why!***

## "Small town with a Big Heart"

Clarkston has many things to be proud of, including:

- **Friendship Forest**, an accredited Audubon Wildlife Sanctuary
- **Milam Park**
- The 10-acre **Forty Oaks** nature preserve complete with walking trails that wind through its shady hardwood forest
- **Positive Growth Boys Home**, an award winning, state of the art program that gives troubled boys a chance to turn their lives around are a few among many of our wonderful assets.
- The 50-mile Bike Path also runs right through the center of the city, linking us with Downtown Atlanta and Stone Mountain Park.
- **The Atlanta Area School of the Deaf**
- Our quiet hometown atmosphere
- Our diverse population
- International cuisine
- Celebrated historic homes

These are just a few of the great things that our "small town with a big heart" has to offer. Sponsorship monies will help us to introduce Clarkston to the world and will benefit our residents!

We would love for your corporation or business to invest their community service funds in Clarkston and be a large sponsor of this 2-day event!

We all know Clarkston as one of the best kept secrets of the metro Atlanta area. Residents of Clarkston are "Livin' on the Edge..." of Atlanta, Decatur, the Emory Campuses, and Stone Mountain.

We are in a position to promote our wonderful city with an event that will draw thousands of people here. We are a "small town with a big heart" with much to offer our residents and visitors. This is a city ready to grow and you can be a catalyst

Our goal is to bring together the residents of the City of Clarkston, representing over 60 different cultures and residents from the surrounding Metro Atlanta area for this premier multi-cultural event.

The Clarkston City Blues Concert and Festival is being aggressively marketed by The Clarkston Festival Committee with the help of a nationally known B2B/Advertising firm: **MLT Creative** ([mltcreative.com](http://mltcreative.com)). We are targeting people who love learning about the cultures, follow local/regional talent and artists, follow the blues music genre, are patriotic and have discretionary income. Our marketing and promotions efforts include print, radio, TV, posters, postcards, flyers, our web sites and internet event listings. It is our goal to bring thousands of qualified attendees to the Concert and Festival.

These are list of some, but not all, of the media, publications, websites, radio and TV stations that the Festival Committee is using to target and to promote the event to the Metro Atlanta Area and the nation.

- **The Atlanta Journal Constitution**, circulation 200,000
- **Creative Loafing**, circulation 130,000
- **Local, Cultural and Regional newspapers** including:
  - Viva Latina – circulation 78,000
  - Mundo Hispanic Atlanta – circulation 61,500
  - Gwinnett Daily Post – circulation 60,000
  - DeKalb Neighbor – circulation 49,100
  - Atlanta Business Chronicle – circulation 38,000
  - The Champion Free Press – circulation 24,500
  - Atlanta Intown – [www.atlantaintownpaper.com](http://www.atlantaintownpaper.com)
  - Crossroads News
  - Hometown News, Inc. – [www.hometownnewsatlanta.com](http://www.hometownnewsatlanta.com)
  - The Decatur Dispatch covering Decatur, Druid Hills, Emory, Sage Hill and Toco Hill
  - The Brookhaven Buzz
  - The Tucker Times
  - Lilburn Living
  - Norcross News
  - Ponce Press
- **TV** – the event will be publicized via promotional spots and live interviews
  - WAGA – Fox 5 TV Morning shows
  - WSB – Action News 2
  - WXIA – 11 Alive
  - WATL – 36 – My ATL TV
  - WGCL – CBS 46

- **Radio Stations** – the event will be publicized via community service promotional and 30 and 60 second spots
  - WRAS 88.5 FM – GA State
  - WRFG 89.3 FM
  - WRER 91.1 FM GA Tech
  - WCLK 91.9 FM
  - WGST 640 AM
  - WGKA 920 AM
  - WMLB – 1690 AM
- **Clear LCD Billboards** on 285 and 78 with over a million views per day
- **Active Social Media Campaign** – YouTube, FaceBook, Hulu, Twitter, LinkedIn, et al
- **Festival Website** – [www.clarkstonfestival.com](http://www.clarkstonfestival.com) with links to all sponsors and promoters, also an email address collection point
- **Email** distribution list in the 10's of thousands
- **Banners** – A minimum of 50 City Street Pole banners, 2' x 6', will line Ponce de Leon, Church St. and the N. Indian Creek intersections for a maximum drive-by view by 600,000 cars per week.
- **Flyers** – Customized fliers will be distributed at retail outlets throughout the Metro Atlanta area.

Here are just a few ways your company will benefit as a sponsor of CLARKSTON CITY BLUES CONCERT AND FESTIVAL:

- Have access to one of the most sought after demographic niches in the country:  
This is an exceptional opportunity to reach the sophisticated Metro Atlanta market
- Reach a large audience with repeated impressions:  
Your company name and/or logo will appear on the event's advertising and in all promotional materials, include the official festival website.
- A unique opportunity to engage with people:  
Event attendees are a captive, receptive audience that has time to look, listen and hear about your products and/or services.
- Develop new business contacts:  
The Event provides you with a unique networking opportunity to connect with the community in a fun and entertaining environment.
- Demonstrate, sample or test market your product: Receive instant responses about your products and/or services from attendees.
- Show your company's commitment to the arts and local community: The event offers a great way for you to show your commitment to the residents of the Metro Atlanta Area.
- Help promote community outreach: The event provides a unique opportunity for the community of Metro Atlanta to come together. The community has a long tradition of supporting its benefactors.

## **TITLE SPONSOR (2) - \$30,000 – BLUES CONCERT STAGE OR FESTIVAL SPONSOR**

- Category exclusivity for 2010 for each – The Clarkston City Blues Concert and the Clarkston City Festival
- Right of first refusal for the 2011 Event
- 6 Company name and logo banners throughout the venue
- Company name and logo on large banner for The Blues Concert Stage or for the Festival Stage
- One large banner at sponsor's booth
- One Large banner located at prime real estate, the Festival Entrance
- 3 other banners throughout the venue
- Company name and logo prominently displayed on all media and print advertising
- One 12ft x 30ft booth space and booth canopy at event
- 1/2 page black & white ad in the Official Event Program – across from event schedule
- Logo and link to sponsor's website prominently displayed on Event website
- Company name mentioned on all radio and TV spots for event
- Company name mentioned in all publicity for the Event
- Logo inclusion on event t-shirt
- 20 Tickets to the Blues Concert

## **PLATINUM SPONSOR - \$20,000 – FESTIVAL STAGE OR KID’S COURT SPONSOR**

- 5 Company name and logo banners throughout the venue
- Company name and logo on large banner for The Festival Stage or for the Kid’s Court (there is huge amount of fencing available for branding at each venue)
- One large banner at sponsor’s booth
- One large banner at prime real estate, the Festival Entrance
- 2 other banners at the venue
- Company name and logo displayed on all media and print advertising
- Two 10ft x 10ft booth spaces and booth canopy at event
- 1/3 page black & white ad in the Official Event Program
- Logo and link to sponsor’s website prominently displayed on Event website
- Company name mentioned on all radio and TV spots for event
- Company name mentioned in all publicity for the Event
- Logo inclusion on event t-shirt
- 10 Tickets to the Blues Concert

## **DIAMOND SPONSOR** - \$10,000+ – INTERNATIONAL PAVILION OR ARTWALK SPONSOR

- 3 Company name and logo banners throughout the venue
- One large banner at sponsor's booth
- 2 other banners at the venue
- Company name and logo displayed on all media and print advertising
- Two 10ft x 10ft booth spaces and booth canopy at event
- 1/4 page black & white ad in the Official Event Program
- Logo and link to sponsor's website prominently displayed on Event website
- Company name mentioned on all radio and TV spots for event
- Company name mentioned in all publicity for the Event
- Logo inclusion on event t-shirt
- Festival booth fee waived
- 5 Tickets to the Blues Concert

## **GOLD SPONSOR - \$5,000+**

- 2 Company name and logo banners at the venue
- One large banner at sponsor's booth
- 1 other banners at the venue
- Company name and logo displayed on all media and print advertising
- One 10ft x 10ft booth space at event
- 1/8 page black & white ad in the Official Event Program
- Logo and link to sponsor's website displayed on Event website
- Company name mentioned in all publicity for the Event
- Logo inclusion on event t-shirt
- Festival Booth Fee waived
- 2 Tickets to the Blues Concert

## **SILVER SPONSOR - \$2,500+**

- 1 Company name and logo banner at the venue
- One banner at sponsor's booth
- Company name and logo displayed on all media and print advertising
- One 10ft x 10ft booth space at event
- Sponsor listed in the Official Event Program
- Logo and link to sponsor's website displayed on Event website
- Company name mentioned in publicity for the Event
- Festival Booth Fee Waived
- 1 Ticket to the Blues Concert

## **BRONZE SPONSOR - \$1,000+**

- Company provided banner to hang at venue
- Company name on all media and print advertising
- One 10ft x 10ft booth space at event
- Sponsor listed in the Official Event Program
- Logo and link to sponsor's website displayed on Event website
- Company name mentioned in publicity for the Event
- Festival Booth Fee Waived

## 2010 SPONSORSHIP INFORMATION FORM

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

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

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Yes, we pledge financial support for the  
Clarkston City Blues Concert & Festival as a:**

Title/Presenting (\$30,000)

Silver (\$5,000 & up)

Platinum (\$20,000 & up)

Bronze (\$1,000 & up)

Gold (\$10,000 & up)

Trustee (\$250 & up)

Friend (below \$250)

We would like to make a pledge in-kind services or products, a value of \$ \_\_\_\_\_

Describe in-kind pledge \_\_\_\_\_

Include a brief description of your organization for our sponsors' webpage:

\_\_\_\_\_

Check here if you are interested in boothspace at the festival

Please return forms to:

Clarkston Festival, PO Box 68, Clarkston, GA 30021, Phone – (888) 789-4830, Fax – (888) 501-6334