

2016 ATLANTA

HealthCare & Music FESTIVAL

11TH ANNUAL CELEBRATION

SPONSORSHIP DECK



An Electrifying HealthCare - Music Festival That will focus on Health Care, Music and showcase talent throughout Atlanta and around the world

Bridging Communities Breaking Boundaries & Building New Foundations

Our mission is:

- *to promote wellness and elevate the presence of preventive Health Care and Healthy Lifestyles*
- *Bring forth community gaps with an abundance of musical concerts.*
- *Educate the community with workshops and programs that empower families at empowerment in today's ever changing world of diversity, economic challenges and family values.*

OUR MISSION



August 5 & 6 2016

Sheraton Atlanta Hotel (Downtown Atlanta)

GUEST INCLUDE

TOP R&B CONTEMPORARY

GOSPEL & CHRISTIAN ARTIST & Health Care Speakers

SPONSORSHIPS ARE NOW BEING ACCEPTED !

770 649-1460

Email : atlantagospelfest.com@gmail.com

Website : www.atlantagospelfest.com

ABOUT THE FESTIVAL

The Atlanta Health Care & Music Festival is a two day spectacular event designed to uplift your mind, body and soul.

- 11th Year Festival Celebration
 - Free Admission to the Festival
 - Centrally located Downtown Atlanta
 - Live Music Concerts National and International Artist
 - 3 Stages of Live Entertainment
 - Workshops, Panels and Symposiums.
 - Kidzone ,Youth Summit , Games and more
- Free Health Services
- Diverse Demographic audience of 10,000 plus attendees*

DEMOGRAPHICS

Festival Demographics

EXPECTED ATTENDENCE

10,000

AUDIENCE

- 43% are between 45-75, equally male and female
- 57% are between 25- 44
- 65% African-American

EDUCATION

- 90% attended college

INCOME

- 28% household income between \$35,000 - \$50,000
- 44% own their own homes
- 95% own at least one credit card

EMPLOYMENT

- 27% Sales
- 23% Professional
- 17% Management
- 16% Service
- 11% Production
- 6% Construction

* Source 2014 AGE Survey



AGF/ATL
HealthCare & Music
F E S T I V A L

“ The 2016 11th Annual Atlanta Health Care & Music Fest is an excellent vehicle to expand your business. It gives you exposure to a multi-cultural audience of individuals with diverse backgrounds. It’s an opportunity to expose your product or services to customers from the Atlanta area and southeast region.



Wellness Pavilion Sponsor -

\$30,000 \$20,000 \$10,000

(Speaking Opportunities)

- Ability to use event’s name and/or event logo for Sponsor targeted promotion
- Sponsor recognition/logo on : Health & Wellness Panel/Workshop
- Television, print ads and other promotional material
- Radio ads, internet radio streams
- PR material sent to over 1,000 local, regional and national media outlets
- festival website and sponsor page of website

- ad in the Official Festival Guide Sponsor Created Signage
- Main Stage Signage Sponsor logo only
- Sponsor logo only signage Entryway
- Sponsor logo only signage Festival G
- Promotional Sponsor Booth
- product sampling at booth

- 15 second commercial and logo displayed on Jumbotron



SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

Festival Title Sponsor - \$ 50,000

Festival named in honor of sponsor

Event Logo tie-in with the ATL Health Care & Music Festival and Title Sponsor

Ability to use event's name and/or event logo for Sponsor targeted promotion

Sponsor recognition/logo on:

Television, print ads and other promotional material

Radio ads, internet radio streams

Festival merchandise

Link to every page of festival website and sponsor page of website

Cover of Official Guide and more

Festival Presenting Sponsor - \$40,000

Festival presented by sponsor

Event Logo tie-in with the Atlanta Gospel fest (and Title Sponsor if necessary)

Ability to use event's name and/or event logo for Sponsor targeted promotion

Sponsor recognition/logo on:

Press conference announcing sponsor's involvement

Link to every page of festival website and sponsor page of website

Full page ad inside Front cover of the Official Festival Guide Sponsor Created Signage

Main Stage Signage Sponsor logo only and more

Platinum Sponsor - \$30,000

Ability to use event's name and/or event logo for Sponsor targeted promotion

Sponsor recognition/logo on:

Television, print ads and other promotional material

Radio ads, internet radio streams

Thank you board at Kick-Off Party

Link to every page of AGF website and sponsor page of website

Full page ad inside back the Official Festival Guide

Silver Sponsor - \$20,000

Ability to use event's name and/or event logo for Sponsor targeted promotion

Sponsor recognition/logo on: Health & Wellness Panel/Workshop

Sponsor logo link to sponsor page of website, thank you board at Kick-Off Party

Half Page front ad in the Official Festival Guide

Sponsor created Logo Signage Placement throughout Festival Grounds

Promotional Sponsor Created 10 x 20 Booth

Invitation to sponsors luncheon

Bronze Sponsor - \$ 15,000

Ability to use event's name and/or event logo for Sponsor targeted promotion

Half page ad back in the Official Festival Guide

Sponsor appreciation organizer created signage Festival Grounds

Promotional Sponsor Created 10 x 10 Booth

Sponsor product sampling at booth

Logo displayed on Jumbotron

Stage 1 - \$20,000 | (Main Stage

Ability to use event's name and/or event logo for Sponsor targeted promotion

Sponsor recognition/logo on:

Television, print ads and other promotional material

Radio ads, internet radio streams

regional and national media outlets

Main Stage Signage Sponsor logo signage Entryway

Sponsor logo only signage Festival Grounds

Half page ad in the Official Festival Guide

Promotional Sponsor Created 10 x 20 Booth

On stage announcements between entertainment acts

30 second commercial and logo displayed on Jumbotron and more

Stage 2 - \$15,000 |

Stage signage Entryway

Sponsor logo only signage Festival Grounds

Half page ad in the Official Festival Guide

Promotional Sponsor Created 10 x 10 Booth

On stage announcements between entertainment acts

15 second commercial and logo displayed on Jumbotron



Stage 3 - \$10,000

- Link to festival website and sponsor page of website
- Half page ad in the Official Festival Guide
- Stage Signage logo only
- Promotional Sponsor Created 10 x 10 Booth
- Sponsor product sampling at booth
- On stage announcements between entertainment acts
- logo displayed on Jumbotron



SPONSORSHIP LEVELS CONT.

Program Workshop Sponsor

Gold Sponsor - \$10,000

Half page ad in the Official Festival Guide

Sponsor Created Logo Signage Placement Festival Grounds

Organizer Created Sponsor appreciation signage Festival Grounds

Promotional Sponsor Created 10 x 10 Booth

Sponsor product sampling at booth

On stage announcements between entertainment acts

Access to 4 Sponsor Only Passes to the VIP Hospitality

15 second commercial and logo displayed on Jumbotron

Silver Program Sponsor - \$ 5,000

Promotional Sponsor 10 x 10 Booth

Mention in workshop

Listing in program guide

Volunteer Sponsor – \$ 3,000

Quarter page ad in the Official Festival Guide

Promotional Sponsor Created 10 x 10 Booth

Sponsor product sampling at booth

SPONSOR LEVELS CONT.





Offers a variety of fun activities over the weekend with workshops that focus on enrichment and cultural development with a literary emphasis tailored to empower youth. Each youth receives a gift bag over the weekend.

Youth Summit Sponsor \$ 10,000

Half Page ad in the Official Festival Guide

Sponsor Created Signage

Main Stage Signage Sponsor logo only

Sponsor logo only signage Entryway

Promotional Booth

stage announcements between entertainment acts

parking passes for Sponsor



For More Information
Contact Us at 770 649-1646
Or email: ATLHMF@GMAIL.COM
Visit our website
www.atlantagospelfest.com