



Spring Green Festival

Sponsorship Packages



Luck of the Irish Sponsor

\$5000 + Auction item valued at \$100

Exclusive Sole business at the Presenting Sponsor level
Festival will be "Lawrenceville Spring Green Presented by (your business)" in all written Festival Communications
4 X 8 Sign with your logo at the front of the Lawrenceville Spring Green Entrance
Special recognition at Opening Ceremony & throughout the day
Your business logo on official Festival T-Shirts
Logo and link on New Lawrenceville & LSG website for your business – listed as presenting sponsor
Large Booth Space (10 X 12) with free electricity
Ten Official Festival T-Shirts
Certificate of Sponsorship
Full Page ad in Community Solutions Direct Mail Magazine
Listed as a Presenting Sponsor on the Front cover of the magazine
Listed as a Presenting Sponsor on the LSG page of the magazine
Choice of page preference inside publication
Direct mailed to 20,000 + Distributed to patrons throughout the festival
VIP Flash Sponsor at choice of TWO dates in 2012
Four Flash Passes for 2012 events (choice of date)
Digital Magazine emailed to attendees who register at the Solutions Marketing booth at LSG
Priority Placement in SM Daily Deals Program

Rainbow – Arts & Craft Sponsor

\$2500 + Auction item valued at \$100

Exclusive Sole business at the Rainbow Sponsor level for Artist Market
Logo on Festival Signage at Festival Site
Special Recognition at Opening Ceremony & throughout the day
Logo and Link on New Lawrenceville & LSG website for your business
Booth Space (10X20') with free electricity
Listed as the Artist Market Sponsor in all Festival Communications
Six Official Festival T-shirts.
Certificate of Sponsorship
Full Page ad in Community Solutions Direct Mail Magazine
Listed as Artist Market Sponsor on the LSG page of the magazine
Direct mailed to 20,000 + Distributed to patrons throughout the festival
VIP Flash Sponsor at choice of ONE date in 2012
Two Flash Passes for 2012 events (choice of date)
Digital magazine emailed to attendees who register at the Solutions Marketing booth at LSG
Priority Placement in SM Daily Deals Program

Irish Jig Community Entertainment Sponsor

\$2500 + Auction item valued at \$100

Exclusive Sole business at the Irish Jig Community Entertainment Sponsor level for Main Stage
Logo on Festival Signage at Festival Site
Special Recognition at Opening Ceremony & throughout the day
Logo and link on New Lawrenceville & LSG website for your business
Booth Space (10X20') with free electricity
Listed as the Community Entertainment Sponsor in all Festival Communications
Six Official Festival T-shirts.
Certificate of Sponsorship
Full Page ad in Community Solutions Direct Mail Magazine
Listed as Community Entertainment Sponsor on the LSG page of the magazine
Direct mailed to 20,000 + Distributed to patrons throughout the festival
Listed under Stage performances as a sponsor
VIP Flash Sponsorship at choice of ONE date in 2012
Two Flash Passes for 2012 events (choice of date)
Digital magazine emailed to attendees who register at the Solutions Marketing booth at LSG
Priority Placement in SM Daily Deals Program

Leprechaun Corner – Kids Corner

\$2500 + Auction item valued at \$100

Exclusive Sole business at the Leprechaun Corner Sponsor level for the Kids Corner
Logo on Festival Signage at Festival Site
Special Recognition at Opening Ceremony & throughout the day
Logo and link on New Lawrenceville & LSG website for your business
Booth Space (10X20') with free electricity
Listed as the Leprechaun Kids Corner Sponsor in all Festival Communications
Six Official Festival T-shirts
Certificate of Sponsorship
Full Page ad in Community Solutions Direct Mail Magazine
 Listed as Leprechaun Kids Corner Sponsor on the LSG page of the magazine
 Direct mailed to 20,000 + Distributed to patrons throughout the festival
VIP Flash Sponsorship at choice of ONE date in 2012
Two Flash Passes for 2012 events (choice of date)
Digital magazine emailed to attendees who register at the Solutions Marketing booth at LSG
Priority Placement in SM Daily Deals Program

Four Leaf Clover Sponsor

\$1000 + Auction item valued at \$100

Half page ad in Community Solutions Publication
Logo Sponsorship on the front of magazine
Four Leaf Clover Sponsor listing on Lawrenceville Spring Green Sponsor page in Community Solutions
Consolidated Banner recognition for all Four Leaf Clover Sponsors
Onstage MC announcements of business throughout the day
Prime Booth location at event
VIP Flash Sponsorship at choice of ONE date in 2012
Two Flash Passes for 2012 events (choice of date)
Digital magazine emailed to all attendees who register at the Solutions Marketing booth at LSG
Priority Placement in SM Daily Deals Program

Pot of Gold Sponsor

\$500 + Auction item valued at \$100

One quarter page ad in Community Solutions Publication
Pot of Gold Sponsor listing on Lawrenceville Spring Green Sponsor page in Community Solutions
Consolidated Banner recognition for all Pot of Gold Sponsors
Onstage MC announcements of business throughout the day
Prime Booth location at event
One Flash Pass for 2012 events (choice of date)
Digital magazine emailed to all attendees who register at the Solutions Marketing booth at LSG
Priority Placement in SM Daily Deals Program

Rainbow Sponsor

\$300 + Auction item valued at \$100)

One eighth page ad in Community Solutions Publication
Rainbow Sponsor listing on Lawrenceville Spring Green Sponsor page in Community Solutions
Consolidated Banner recognition for all Rainbow Sponsors
Onstage MC announcements of business throughout the day
Prime Booth location at event
One Flash Pass for 2012 events (choice of date)
Digital magazine emailed to all attendees who register at the Solutions Marketing booth at LSG
Priority Placement in SM Daily Deals Program

Leprechaun Friends Sponsor

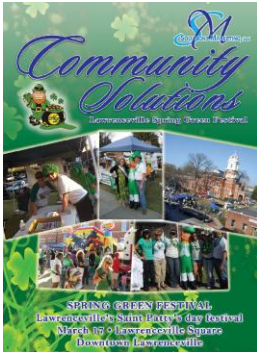
\$175 + Auction item valued at \$100

Friend of the Festival Sponsor listing on Sponsorship page of the Community Solutions
Prime Booth location at event
Digital magazine emailed to all attendees who register at the Solutions Marketing booth at LSG
Priority Placement in SM Daily Deals Program

****Food vendors must be at the Rainbow level or greater.***

Spring Green Festival

Community Advertiser Packages



Full Size publication distributed to households in the Lawrenceville area.

- **Direct Mailed to 20,000** households surrounding Lawrenceville
- Circulated throughout Lawrenceville businesses
- Supported by the New Lawrenceville Organization

Distributed to attendees of Lawrenceville Spring Green Festival

Leads will be gathered for all of our advertisers by offering an Auction item
(*minimum value \$100*)

Exclusive Ad placement – limited number of businesses in each category

Full Page **\$2000*** + Auction item valued at \$100

Full Page Advertisement in Lawrenceville Spring Green Festival

Sponsor ad on our email newsletter sent to 10,000+ opt in business subscribers.

Digital Copies of our magazine distributed to attendees of the festival. (*gathered through lead generation program*).

VIP Flash Sponsor at one Flash Networking Event.

Solutions Marketing will have a booth and promote your business at the Lawrenceville Spring Green Event.

1/3 Page **\$850*** + Auction item valued at \$100

Third Page Advertisement in Lawrenceville Spring Green Festival

Sponsor ad on our email newsletter sent to 10,000+ opt in business subscribers

Digital Copies of our magazine distributed to attendees of the festival. (*gathered through lead generation program*).

Flash Pass at one Flash Networking Event.

Solutions Marketing will have a booth and promote your business at the Lawrenceville Spring Green Event.

1/6 Page **\$450*** + Auction item valued at \$100

Sixth Page Advertisement in Lawrenceville Spring Green Festival

Sponsor ad on our email newsletter sent to 10,000+ opt in business subscribers

Digital Copies of our magazine distributed to attendees of the festival. (*gathered through lead generation program*).

Flash Cash (\$10) redeemed for a Flash Networking Event of your choice

Solutions Marketing will have a booth and promote your business at the Lawrenceville Spring Green Event.

1/12 Page **\$250*** + Auction item valued at \$100

Twelfth Page Advertisement in Lawrenceville Spring Green Festival

Line Listing on our email newsletter sent to 10,000+ opt in business subscribers

Solutions marketing will have a booth and promote your business at Buford Holiday Show attendees.

Consumer email resource guide emailed to Buford Holiday Show attendees. (*gathered through lead generation program*).

Back Cover **\$3000*** Same benefits of a full page



Vendor Application Form

Company Name: _____

Contact Name: _____

Mailing Address: _____

Email: _____

Website Address: _____

Contact Phone: _____

Description of what you are selling or promoting: _____

Do you require electrical access? _____

Sponsorships (all sponsorships include a donation of a raffle prize valued at least \$100):

- | | |
|--|---|
| <input type="checkbox"/> ◆ Luck of the Irish Presenting Sponsor (\$5000) | <input type="checkbox"/> ◆ Leprechaun Kids Corner (\$2500) |
| <input type="checkbox"/> ◆ Rainbow Arts & Craft Sponsor (\$2500) | <input type="checkbox"/> ◆ Irish Jig Entertainment (\$3500) |
| <input type="checkbox"/> ◆ Emerald Isle Eatery – Food area (\$2500) | <input type="checkbox"/> Four Leaf Clover Sponsor (\$1000) |
| <input type="checkbox"/> Pot of Gold Sponsor (\$500) | <input type="checkbox"/> Rainbow Sponsor (\$300) |
| <input type="checkbox"/> Leprechaun Friends Sponsor (\$175) | |

◆ Indicated EXCLUSIVE sponsorship – only one available

PLEASE RETURN WITH CHECK PAYABLE TO **SOLUTIONS MARKTING LLC**

All payments MUST be received on or before March 1, 2012

Mail to: Solutions Marketing LLC
2330 Scenic Highway
Snellville, GA 30078

Or contact Solutions Marketing LLC 678-252-2154 to pay with a credit or debit card

(Note a 3% fee is applied to all electronic payments)

Once your application has been accepted there are NO refunds. Returned checks will be assessed a \$35 fee. Vendors are responsible for supplying their entire set up and must have a tent. Only one vendor will be allowed at each booth. *NO exceptions.* New Lawrenceville & the Spring Green Committee reserve the right to ask any vendor to leave if not in compliance. Vendors are also responsible for leaving their booth space clean and free of litter. A \$25 clean up fee will be assessed to any vendor who does not comply. Vendor must be present at their booth from set – up to break down. Booth spaces are not transferrable from one vendor to another. You must notify New Lawrenceville "Spring Green" festival committee of cancelation. Vendor agrees that neither the Festival nor the City will take responsibility for theft, loss or damage to exhibitor, exhibitor merchandise, or personal property during set up, participation and break down. It is the sole responsibility of the exhibitor to obtain insurance.

Liability requirements:

- Caterers and food vendor's \$1,000,000 general liability policy per Occurrence and Aggregate
- Production / Audio Operations - \$1,000,000 general liability policy per Occurrence and Aggregate
- Bands & DJ's - \$100,000 general liability per Occurrence and Aggregate
- Photographers & Videographers - \$100,000 general liability per Occurrence and Aggregate

*Please submit a copy of your insurance along with your vendor application

By signing, the exhibitor / vendor agree to the terms:

Signature: _____

Date: _____

Gwinnett Historic Courthouse Vendor Requirements

185 Crogan Street, Lawrenceville, GA 30046

Event Name _____

Renter: Please distribute to any vendor that you have contracted with to provide services for you at your rental of the Gwinnett Historic Courthouse and have them return with their Food Authorization or General Release. Our fax is 770-822-5452.

Prior to Event

- Email to gnc@gwinnettcountry.com a Certificate of Liability with the following guidelines:
 - Gwinnett County Board of Commissioners, 75 Langley Drive, Lawrenceville, GA 30046, listed as an *additional insured*.
 - Liability requirements:
 - Caterers and Food Vendors - \$1,000,000 general liability policy per Occurrence and Aggregate
 - Production/Audio Operations - \$1,000,000 general liability policy per Occurrence and Aggregate
 - Bands and DJ's - \$100,000 general liability policy per Occurrence and Aggregate
 - Photographers and Videographers - \$100,000 general liability policy per Occurrence and Aggregate
 - *Vendors having difficulty fulfilling the above requirements may contact our office to make alternate arrangements*
- Plan a visit to the Gwinnett Historic Courthouse to review these responsibilities and examine the layout and operations of the facility prior to the planned event Monday – Friday 10am to 4pm.
- Renter has designated rental time and no early arrivals can be accommodated. **Arrival and departure times should be discussed with your contact prior to the event.**

During the Event

- Park on the Pike Street entrance for easy access to the building for loading and unloading. Carts are available for vendor use to aid in your load-in/load-out process. If vendors are remaining at event, please move vehicle to the Lawrenceville parking garage on Crogan Street so as not to inconvenience invited guests and the bridal party.
- *Kitchen Use*
 - Kitchen is equipped with an icemaker, industrial refrigerator, double sink and plenty of counter space.
 - The ice machine should not be used to prepare the bar or fill coolers. *It will not produce enough ice for the caterer and bar operations.*
 - No additional electrical equipment can be plugged into the kitchen. *This will blow the circuit.*
 - Warming ovens or hot boxes can be used, but must be placed in the hallway next to Coke machine for electricity.
 - All trash and food remnants should be placed in the trash can(s). No food should be placed down the sink drain.
- *Decorating*
 - Tables and chairs are provided and set-up according to the renters specifications, however all decorations, including linens are the renter's responsibility.
 - To maintain the historic integrity of the facility no tape, tacks, nails, staples or glue can be used in decorating. Candles can be used, but should be contained in globes or votives. Candles should be extinguished with a snuffer to avoid spillage of hot wax. In addition, candles should be placed on a heat resistant surface. Candle wax spills will be charged to the renter.
 - Loose flower petals, birdseed, glitter, confetti, helium balloons, sparklers (pyrotechnics) are also not allowed inside or outside the facility.
- *Other*
 - To aid in cleanup, extra rugs are available to be placed in the hallway outside of kitchen and under the bar or food area.
 - When decorations or heavy equipment is placed on the judge's bench, protection of the 135 year old bench should be taken by use of felt material or heavy cloth. Scratches and gouges will be charged to the renter.
 - Spills should be cleaned thoroughly as quickly as possible.
 - Portraits on the wall cannot be removed under any circumstances.
 - Any questions, please ask the Facility Attendant(s) on duty. They should introduce themselves to you upon arrival.

After the Event Assigned Clean-up Contact _____ Phone _____

- *Cleaning-* Supplies provided and prepared by facility attendant on site. Renter or his/her agent is responsible for the following:
 - Kitchen – all food should be removed, counters should be wiped down, floor needs to be mopped with clear water, and all trash should be removed to the outside dumpster.
 - Courtroom/Foyer – all decorations should be removed, candles should be extinguished with a snuffer to avoid wax spills, wood floor mopped with clear water, carpet/rugs vacuumed, and all trash removed to outside dumpster.
 - Bathrooms – debris on floor should be picked up and all trash removed.
 - Outside – signs and outside decorations should be removed.
 - Trash – rolling bins can be used to remove inside trash, but all trash should be placed in dumpster at conclusion of event. New trash can liners should be placed in all cans.
 - Failure to clean facility prior to departure will result in charges to the renter.

I have read and understand the vendor requirements as outlined above. If I have questions, I will call GHC or my contact.

Vendor Signature _____ Print Name _____ Phone _____
Any questions regarding the vendor requirements, please contact the GHC office at 770.822.5450