

June 4, 2022

www.alabastercityfest.com

alabaster CITY FEST

SHELBY LIVING'S
BEST OF THE

BEST

SHELBYLIVING.COM

**Voted #1 Festival for
EIGHT YEARS!**



Sponsorship Opportunities





CityFest Is Back! Saturday, June 4, 2022

The Alabaster Arts Council, Inc., is excited to present sponsorship opportunities for the 20th Alabaster CityFest, scheduled for Saturday, June 4, 2022.

CityFest has become one of the state's premier family festivals. Each year, our event attracts tens of thousands of visitors—not only from our local community, but from all across the Southeast. The event grows larger every year.

Visitors come to enjoy our KidsFest area featuring hands-on arts and crafts, inflatables, rides, music, and various children's activities. CityFest also includes a large vendor area with great food and merchandise, a classic car show, and world-class musical entertainment all day long.

Best of all, admission to this event is absolutely FREE!

We hope you will consider sponsoring this year's event.

Without our dedicated sponsors, it would be *impossible* to provide this FREE event year after year.

CityFest Organizers



A non-profit 501c3 organization.

The mission of the Alabaster Arts Council is to advance and enrich the quality of life in the Alabaster community through the arts and arts education.

Most Recent Sponsors



CENTRAL
STATE BANK



diamond sponsor



platinum sponsors

gold sponsors



silver sponsors



bronze sponsors



April Weaver, Representative • Cam Ward, State Senator • Matt Fridy, Representative

patrons

Alabaster Sports & Entertainment Foundation
Allstate Insurance - Agent David McBrayer
Angel Warriors Foundation
Arnone Sausage
Avanti Polar Lipids

Bertolone's Italian Restaurant
Birmingham Bowl
Byars Wright Insurance
Corky Bell School of Dance
Joe's Italian

K&J's Elegant Pastries & Creamery
Krebs Engineering
Melton Automotive
Merrill Lynch
Milo's Tea

Starbucks Coffee (Hwy 119 Alabaster)
Suga Babies
Zou's Kitchen



Past Headliners

Easton Corbin
38 Special
Gin Blossoms
Scotty McCreery
Delta Rae
Rodney Atkins
Maddie & Tae
Black Jacket Symphony
Tracy Lawrence
Josh Turner
Craig Morgan
Loverboy
Diamond Rio
Travis Tritt

Media Partners

Fox 6 WBRC
WJOX 94.5 FM
Talk 99.5
HOT 107.7 FM
Shelby County Reporter
Alabaster Reporter
Pelham Reporter
North Chilton Advertiser
Clanton Advertiser
Shelby Living
Birmingham Fun & Family



Exposure for Your Business

Tens of thousands of visitors from all over the Southeast attend our all-day event.

Television commercials on the state's #1 station in the weeks leading up to the show.

Live and pre-recorded liners run 400+ times during lead-up to the festival on regionally syndicated sports talk radio, the state's largest syndicated radio programming and the state's #1 talk shows.

Live remotes for our radio partner's highly rated shows are available—ask your representative.

Top sponsors get promotion to Alabaster CityFest's 18,000+ local social media followers, and exposure to 500,000+ followers on media partners' channels.

Sponsors are included on posters, banners, passes, signage, and other materials leading up to the event, plus on-site advertising on side-stage screens and signage at the event site throughout the show.

Extent subject to level of sponsorship. For details, speak with an Alabaster Arts Council representative and see page 7 for even more sponsor benefits.





Sponsorship Levels

Title.....\$25,000 (Monetary)

Diamond.....\$15,000 (Monetary)

Platinum.....\$10,000

Gold.....\$5,000

Silver.....\$3,000

Bronze\$1,000

Patron.....\$500



Sponsor Benefits

	Title	Diamond	Platinum	Gold	Silver	Bronze	Patron
Event title sponsor "Alabaster CityFest presented by..."	✓						
Business exclusivity for event	✓						
Recognized as sponsor on radio and TV	✓	✓	✓				
Corporate banner on Main Stage (MS), Near Main Stage (NMS), on festival site (FS)	✓ MS	✓ NMS	✓ NMS	✓ FS	✓ FS	✓ FS	
Corporate logo on Main Stage speaker banners and VIP arm bands	✓	✓	✓				
Featured during live radio and TV remote	✓	✓	✓				
Logo/Name on event t-shirts and other promotional items	Logo	Logo	Logo	Logo	Logo	Logo	Name
Recognized on social media outlets (Facebook/Twitter)	Logo/Links sponsored	Logo/Links sponsored	Logo	Logo	Name		
Link to corporate website from logo on CityFest website	✓	✓	✓	✓	✓	✓	✓
Logo/name recognition in newspaper ads	Logo	Logo	Logo	Logo	Name	Name	
Recognized in "Thank You" TV and newspaper ads	✓	✓	✓				
VIP arm bands for hospitality tent and preferred seating	150	85	60	40	25	8	4
VIP parking passes	50	35	20	12	6	3	1
CityFest t-shirts	60	30	20	16	8	4	2
Booth space	✓	✓	✓	✓	✓	Available to non-food vendors	Available to non-food vendors

Alabaster CityFEST 2022 Sponsorship Form

☐ Title (\$25,000) ☐ Diamond (\$15,000) ☐ Platinum (\$10,000) ☐ Gold (\$5,000)
☐ Silver (\$3,000) ☐ Bronze (\$1,000) ☐ Patron (\$500)

In-Kind Contribution: _____ In-Kind Sponsorship Value Approved: _____

Sponsor confirmation must be received no later than April 1, 2022 in order to be included in all advertising campaigns. In-kind sponsorship value is determined by the Alabaster Arts Council.

Business Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Sponsor Contact Person: _____ Company website: _____

Daytime Phone: _____ Cell Phone: _____

Email: _____

Send invoice? ☐ Yes ☐ No

Amount enclosed: _____

Need a sponsor vendor space? ☐ Yes ☐ No

Need electricity in vendor space? ☐ Yes ☐ No

T-shirt sizes (Please enter number of each according to your sponsorship level)

Youth (S/M/L)____ Adult SM____ Med____ LG____ XL____ 2XL____ 3XL____ 4XL____

To be included in sponsor advertising, please email your company logo to **info@alabastercityfest.com**.

Make checks payable to Alabaster Arts Council

Alabaster Arts Council, Inc.
1109 1st Street South
Alabaster, AL 35007

For Alabaster Arts Council Use Only

Date Received: _____ Sponsorship Approved by: _____

Amount Paid: _____ Date Paid: _____



Signature: _____