



## **17<sup>th</sup> Annual Gardendale Magnolia Festival**

Gardendale Civic Center, 857 Main Street | April 21-22, 2017

Friday Nite Ignite 5-10:00 pm, Saturday 10-5pm (Saturday) Full Day of Festival Activities

The Gardendale Magnolia Festival and it's Presenting Sponsor, the City of Gardendale, invites you to partner with us in the award-winning **Gardendale Magnolia Festival 2017** as a sponsor.

**Festival:** Gardendale Magnolia Festival draws over 30,000 visitors over the two-day event. The festival boasts North Jefferson County's largest event! It has been held at the Gardendale Civic Center for 16 years! The festival features over 150 arts and crafts/business vendors, 3 stages live entertainment, car show, midway carnival, pooch parade, Kids "N Art free art classes, not to mention some of the finest food vendors around. Fireworks/Entertainment/Food/Carnival on Friday Nite Ignite! **There will be no arts/craft/business vendors on Friday.**

**Exposure:** The festival is highly advertised with ABC 33/40 television, radio, newspapers, interstate billboard, Alabama Dept. of Tourism, Southeast Tourism Society, Gardendale Magnolia Festival website (over 24,000 hits as of 11/16/17), 4,4500 Facebook followers! We also have Twitter, Instagram, Birmingham magazines, posters, and flyers to promote this award-winning event.

Named **Southeast Tourism Society's Top 20 events** for April 2015. The **Cooking Channel and Food Network** recently featured 4 of our food vendors on *Carnival Eats*. The Gardendale Magnolia Festival was named one of the **Alabama Dept. Tourism's Top Ten Events** for April in the calendar of events in 2010 and May 2012.

**Proceeds:** Proceeds benefit college scholarships for area high school students. In 2018: The *Magnolia Festival 5K Super Hero Race* will a special unannounced local charity. The *Fishing Tournament* benefits **Outdoor Ability Foundation**. The two *pageants* benefit **Miss Alabama scholarships**. We strive to involve as many local civic organizations, churches, and volunteer groups as possible. The result of these collective efforts is a high quality festival full of fun for the entire family and the festival is able to give back to the community. **Gardendale Magnolia Festival is a 501 (c) 3 nonprofit.**

I would love to talk with you about specific opportunities at your earliest convenience as some of the dates for the premium sponsorships are in early January and February.

Thank you,

Kathleen Phillips

Gardendale Magnolia Festival, Coordinator

[www.magnoliafestival.org](http://www.magnoliafestival.org) \* 205-913-0538 \* [gdalemagfest@gmail.com](mailto:gdalemagfest@gmail.com)

# ***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 color AND black and white logo to: [gdalemagfest@gmail.com](mailto:gdalemagfest@gmail.com). For questions, call or text Kathleen Phillips at 205-913-0538.

[www.MagnoliaFestival.org](http://www.MagnoliaFestival.org)

## **Presenting Sponsor – City of Gardendale**

### **Diamond Level**

**\$7,500+** (Deadline January 16, 2018)

- \***Logo** on television advertisements.
- \***Logo** on highway billboards.
- \***Logo** on Alabama Tourism hotel/rest stop tourism rack cards /brochures).
- \***Logo** on ALL print media, i.e.: The Birmingham Parent magazine, The North Jefferson News insert ad, festival website, posters, flyers, t-shirts and more.
- \***Logo** on all three live entertainment stage banners.
- \***Logo** on Magnolia Festival website listed after Presenting sponsor.

- \*Special recognition plaque for festival support.
- \*Free Vendor Village booth, if desired.
- \*12 free festival t-shirts, if desired. (Can be given away as promotion.)
- \* Receive an "Event Sponsor" yard sign to display in window or yard, if desired.
- \* Constant Contact email to chamber members from Gardendale Chamber of Commerce listing sponsors.
- \* Announcement of your sponsorship on Magnolia Festival Facebook page.

### **Platinum Level**

**\$5,000+** (Deadline-January 16, 2018)

- \***Logo** on highway billboards.
- \***Logo** on ALL print media INCLUDING Alabama Tourism Dept. rack cards located in hotels and rest stops, i.e.: The Birmingham Parent magazine, The North Jefferson News insert ad, festival website, posters, flyers, t-shirts and more.
- \***Logo** on all three live entertainment stage banners.
- \***Logo** on Magnolia Festival website listed on first line.

- \*Special recognition plaque for festival support.
- \*Free Vendor Village booth, Saturday, if desired.
- \*8 free festival t-shirts, if desired. (Can be given away as promotion.)
- \* Receive an "Event Sponsor" yard sign to display in window or yard, if desired.
- \* Constant Contact email to chamber members from Gardendale Chamber of Commerce listing sponsors.
- \* Announcement of your sponsorship on Magnolia Festival Facebook page.

### **Gold Level**

**\$2,500+** (Deadline-February 1, 2018)

- \***Logo** on ALL print media INCLUDING Alabama Tourism Dept. rack cards located in hotels and rest stops, The Birmingham Parent magazine, The North Jefferson News insert ad, festival website, posters, flyers, t-shirts and more.
- \***Logo** on all three live entertainment stage banners.
- \***Logo** on Magnolia Festival website listed before Silver and larger than Silver.
- \*Special recognition plaque for festival support.
- \*Free Vendor Village booth, Saturday, if desired.
- \*6 free festival t-shirts, if desired.
- \* Receive an "Event Sponsor" yard sign to display in window or yard, if desired.
- \* Constant Contact email to chamber members from Gardendale Chamber of Commerce listing sponsors.
- \* Announcement of your sponsorship on Magnolia Festival Facebook page.

**Silver Level**

**\$1,000+** (Deadline-March 1, 2018)

- \***Logo** on print media including The Birmingham Parent magazine, The North Jefferson News insert ad, festival website, posters, flyers, t-shirts and more.
- \***Logo** on all three live entertainment stage banners.
- \***Logo** on Magnolia Festival website
- \*Free Vendor Village booth, Saturday, , if desired.
- \*Special recognition plaque for festival support.
- \*Five free festival t-shirts, if desired.
- \* Receive an "Event Sponsor" yard sign to display in window or yard, if desired.
- \* Constant Contact email to chamber members from Gardendale Chamber of Commerce listing sponsors.
- \* Announcement of your sponsorship on Magnolia Festival Facebook page.

**Bronze Level**

**\$500+** (Deadline-March 1, 2018)

- \***Logo** on festival website, The North Jefferson News ads, and festival t-shirts.
- \***Logo** on Civic Center stage banner only.
- \***Logo** on Magnolia Festival website
- \*Logo on full color (11 x 17) posters AND (11x8 ½) fliers
- \*Free Vendor Village booth Saturday, if desired
- \*Certificate of Appreciation.
- \*Three free festival t-shirts.
- \* Receive an "Event Sponsor" yard sign to display in window or yard, if desired.
- \* Constant Contact email to chamber members from Gardendale Chamber of Commerce listing sponsors.
- \* Announcement of your sponsorship on Magnolia Festival Facebook page.

**Supporter Level**

**\$250+** (Deadline-March 1, 2018)

- \***Company NAME ONLY-Not LOGO** included on festival website, t shirts and Civic Center stage banner- (Not posters/flyers).
- \*Free Vendor Village booth, Saturday, if desired
- \*Certificate of Appreciation.
- \*Two free festival t-shirts.
- \* Receive an "Event Sponsor" yard sign to display in window or yard, if desired.
- \* Constant Contact email to chamber members from Gardendale Chamber of Commerce listing sponsors.
- \* Announcement of your sponsorship on Magnolia Festival Facebook page.



## 2018 GARDENDALE MAGNOLIA FESTIVAL SPONSORSHIP AGREEMENT

(Please print first, then fill out and sign. Must have a signature.)

I, \_\_\_\_\_ as representative of  
\_\_\_\_\_  
\_\_\_\_\_ (Company Name) agree to be a sponsor  
for 2018 Gardendale Magnolia Festival and will contribute the sum of  
\$ \_\_\_\_\_ to be included as a \_\_\_\_\_ level sponsor.

*-If you would like the GMF **complimentary t shirts** for sponsors, please list sizes according to the number offered for each Sponsorship level, ie, 2L, 1M, 3sm \_\_\_\_\_*

*-Sponsor will be given recognition per the attached 2018 Gardendale Magnolia Festival Sponsorship Opportunities sheet.  
-Receipts/Invoices will be given upon request. Please attach check with agreement.*

**Gardendale Magnolia is a 501 (c) 3 nonprofit.**

### INDEMNITY AGREEMENT

Sponsor agrees to indemnify and hold harmless the GARDENDALE MAGNOLIA FESTIVAL, it's board of directors, contractors, and staff (including volunteers) 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, if caused by the neglect or willful act of the sponsor or any persons representing sponsor. Sponsor has read and understands this agreement including indemnity agreement is authorized to and voluntarily signs the same.

Signature \_\_\_\_\_ Date: \_\_\_\_\_

\*Email: \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

**Check Must Be Received** before we can begin any sponsorship benefits.  
Please make check payable to the "GARDENDALE MAGNOLIA FESTIVAL" and mail to:

**GARDENDALE MAGNOLIA FESTIVAL  
P.O. Box 445, Gardendale, AL 35071**

Gdalemagfest@gmail.com      MagnoliaFestival.org      205-913-0538



## **Gardendale Magnolia Festival**

Gardendale Civic Center, 875 Main St.  
April 22 (5pm-10pm) & April 23, 2015 (10 am–5 pm )

### **Sponsor Vendor Booth Application**

**VENDOR BOOTHS WILL BE SATURDAY April 21nd ONLY.**

Friday Nite Ignite: Limited food vendors, one stage live entertainment, midway carnival and 10:00 pm fireworks. Saturday: 3 stages of live entertainment and full schedule of events.

### **BOOTH REGISTRATION FORM FOR SPONSORS**

**(COMPLIMENTARY)**

**DEADLINE April 6, 2018**

Company/Organization

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

Applicant(s)

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

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

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**E-mail** \_\_\_\_\_

Phone \_\_\_\_\_

*(Vendor information will not be sold or distributed to any third parties. Phone numbers are for festival Organizers only in the event of festival changes or if additional information is needed.)*

Please list the item(s) you wish to exhibit or give away at the Gardendale Magnolia Festival in the space provided below:

\_\_\_\_\_ (required)

*Vendors/Sponsors may not give away water bottles or food items other than candy.*

I am a **RETURNING SPONSOR/VENDOR** \_\_\_\_\_ YES \_\_\_\_\_ NO

*\*New vendors must provide pictures of their items/booth setup.*

**ALL BOOTHS SUBJECT TO REVIEW BEFORE APPROVAL**

**SPONSORS: PLEASE CHOOSE YOUR SPACE BELOW:**

**- All Exhibit Spaces are 10'x10'**

.....

**(Check here)**

**Inside: Civic Center:** (first come first served-limited)

\_\_\_\_\_ Aisle Booth(s)..... \_\_\_\_\_

\_\_\_\_\_ Corner Booth (Silver Level and above only)..... \_\_\_\_\_

\_\_\_\_\_ Electrical Connection (110v) ..... \_\_\_\_\_

**(ALL EXTENSION CORDS MUST BE AT LEAST 100 FT LONG)**

*(Vendors need to provide their own racks/shelving/lattice work, etc to hang items and separate their booth from the others, if desired. No pipe and draping will be provided. Nothing can be hung/taped to the wall. 10 x 10 spaces will be taped off.)*

**Outside: Civic Center Complex Grass:**

\_\_\_\_\_ Aisle Booth(s) ..... \_\_\_\_\_  
\_\_\_\_\_ Corner Booth (Silver Level and above only)..... \_\_\_\_\_

\_\_\_\_\_ Electrical Connection (110v) ..... \_\_\_\_\_

(ALL EXTENSION CORDS MUST BE AT LEAST 100 FT LONG)

***(Vendor to furnish own heavy-duty extensions.)***

Fill out and return WITH SPONSORSHIP APPLICATION AND WAIVER to: Gardendale Magnolia Festival, Attention: **Kathleen Phillips**, PO BOX 445 Gardendale, AL 35071,

Questions about vendor booths: Ameer Donald (205) 585-3915

Questions about sponsorships: Kathleen Phillips (205) 514-6799

**Acceptance of Rules:**

I/we the applicant(s) have read the "2018 Terms & Conditions" and "RELEASE and WAIVER of LIABILITY and INDEMNITY AGREEMENT" listed separately and agree to abide by said conditions.

Exhibitor's Signature \_\_\_\_\_ Date \_\_\_\_\_

<b>FOR OFFICE USE ONLY</b>			
<b>STATUS:</b> <input type="checkbox"/> Accept	<input type="checkbox"/> Pending	<input type="checkbox"/> Declined	<input type="checkbox"/> Confirmation Sent _____



**Gardendale Magnolia Festival**

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 April 20 (5pm-10pm) & April 21, 2018 (10 am–5 pm )

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 (COMPLIMENTARY)**

**DEADLINE April 6, 2018**

Company/Organization

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

Applicant(s)

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

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

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

**E-mail** \_\_\_\_\_

Phone \_\_\_\_\_

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(Check here)

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