



21st Annual
April 22-23, 2022
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 & white logo to: gdalemagfest@gmail.com. For questions, call or text Kathleen Phillips at 205-913-0538.

MagnoliaFestival.org

Presenting Sponsor – City of Gardendale

Diamond Level

\$7,500+ (Deadline February 16, 2022)

- *Logo on ABC 33/40 television advertisements.
- *Logo on highway billboard.
- *Logo on festival website, posters, flyers, and t-shirts.
- *Logo post announcing your sponsorship on festival Facebook page (6.8K Following) and Instagram
- *Logo on both live entertainment stage banners.
- *Logo on MagnoliaFestival.org website listed after Presenting sponsor.

- *Special recognition plaque for festival support.
- *Corner vendor booth space, 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 & at festival booth, if desired.
- * Email to chamber members from Gardendale Chamber of Commerce listing all sponsors.

Platinum Level

\$5,000+ (Deadline-February 23, 2022)

- *Logo on highway billboard.
- *Logo on festival website, posters, flyers, and t-shirts.
- * Logo post announcing your sponsorship on festival Facebook page (6.8K Following) and Instagram
- *Logo on both live entertainment stage banners.
- *Logo on MagnoliaFestival.org website listed after Diamond sponsor.

- *Special recognition plaque for festival support.
- *Corner/end vendor booth space, 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 & at festival booth, if desired.
- * Email to chamber members from Gardendale Chamber of Commerce listing all sponsors.

Gold Level

\$2,500+ (Deadline-March 1, 2022)

- *Logo on festival website, posters, flyers, and t-shirts.
- * Logo post announcing your sponsorship on festival Facebook page (6.8K Following) and Instagram
- *Logo on both live entertainment stage banners.
- *Logo on MagnoliaFestival.org website listed after Platinum sponsor larger than Silver Level.

- *Special recognition plaque for festival support.
- *Corner/end vendor booth space, if desired.
- *6 free festival t-shirts, if desired. (Can be given away as promotion.)
- * Receive an "Event Sponsor" yard sign to display in window or yard & at festival booth, if desired.
- * Email to chamber members from Gardendale Chamber of Commerce listing all sponsors.

Silver Level

\$1,000+ (Deadline-March 1, 2022)

- *Logo on festival website, posters, flyers, and t-shirts.
- * Logo post announcing your sponsorship on festival Facebook page (6.8K Following) and Instagram
- *Logo on both live entertainment stage banners.
- *Logo on MagnoliaFestival.org website listed after Gold sponsor larger than Bronze.

- *Framed certificate of support
- *Free CORNER vendor booth space, if desired.
- *5 free festival t-shirts, if desired. (Can be given away as promotion.)
- * Receive an "Event Sponsor" yard sign to display in window or yard & at festival booth, if desired.
- * Email to chamber members from Gardendale Chamber of Commerce listing all sponsors.

Bronze Level

\$500+ (Deadline-March 1, 2022)

- *Logo on festival website, posters, flyers, and t-shirts.
- * Logo post announcing your sponsorship on festival Facebook page (6.8K Following) and Instagram
- *Logo on both live entertainment stage banners.
- *Logo on MagnoliaFestival.org website listed after Silver sponsor.

- *Unframed certificate of support
- *Free aisle vendor booth space, if desired.
- *4 free festival t-shirts, if desired. (Can be given away as promotion.)
- * Receive an "Event Sponsor" yard sign to display in window or yard & at festival booth, if desired.
- * Email to chamber members from Gardendale Chamber of Commerce listing all sponsors.

Supporter Level

\$250+ (Deadline-March 1, 2022)

- ***Company NAME ONLY-Not LOGO** included on festival website, t shirts and flyers
- ***Company NAME ONLY-Not LOGO** on both live entertainment stage banners.
- *2 free festival t-shirts, if desired. (Can be given away as promotion)
- * Email to chamber members from Gardendale Chamber of Commerce listing all sponsors.



21st Annual GARDENDALE MAGNOLIA FESTIVAL
SPONSORSHIP AGREEMENT
(Must have a signature.)

I, _____ as representative of

(Company Name) agree to be a sponsor
for the 2022 Gardendale Magnolia Festival and will contribute the sum of
\$ _____ (or In-Kind services equal to) to be included as a
_____ level sponsor. In-Kind sponsorships must be discussed before
applying.

-I have emailed both B/W and Color HIGH RES logos to gdalemagfest@gmail.com. Unless
Supporter level _____ Initial here

T-SHIRT SIZES- _____ See list of sponsorship levels
for number of t shirts for each level.

Invoices available upon request.
Gardendale Magnolia is a 501 (c) 3 nonprofit.

Signature _____

Date _____ Phone _____

*Email: _____

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
1034 Main ST #161, 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, 2022 (10 am-5 pm)

Sponsor Vendor Booth Application

VENDOR BOOTHS WILL BE SATURDAY April 23rd ONLY.

Friday Night: Limited food vendors, one stage live entertainment, and midway carnival.
Saturday: 2 stages of live entertainment, over 150 vendor booths and full schedule of events.

**BOOTH REGISTRATION FORM FOR SPONSORS
(COMPLIMENTARY)**

Company/Organization Name: _____

Contact: _____

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 Booth Vendor** _____ YES _____ NO

**New vendors must provide pictures of their 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, if available)..... _____

_____ Electrical Connection (110v only)..... _____

(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 only, very limited to early applications)....

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

(Sponsor to furnish own heavy-duty extensions.)

Fill out and return WITH SPONSORSHIP APPLICATION AND WAIVER to: Gardendale Magnolia Festival, Attention: **Kathleen Phillips**, 1034 Main ST #161, Gardendale, AL 35071,

Questions about vendor booth: Kathy Medley: kmedleygmf@gmail.com

Questions about sponsorships: Kathleen Phillips (205) 913-0538

Acceptance of Rules:

I/we the applicant(s) have read the "2022 Terms & Conditions" attached separately and agree to abide by said conditions.

Exhibitor's Signature _____ Date _____

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



SPONSOR BOOTH TERMS AND CONDITIONS

ACCEPTANCE POLICY - The Magnolia Festival Committee reserves the right to reject, in whole or in part, and at any time, any exhibit or product of any individual, which in its opinion is questionable or objectionable to vendors or others by returning the space fee paid by the exhibitor. The Gardendale Magnolia Festival will not be liable for paying any travel expenses, lost revenue or any other liability whatsoever beyond the space fee paid by the exhibitor as a result of enforcing this provision.

LOCATION OF EXHIBITS –Gardendale Civic Center. Assignments will be given at registration. Some adjustments may be made so as not to place to similar goods/vendors side by side. Adjustments may also be made to accommodate locations of electrical outlets. If the Gardendale Magnolia Festival deems it to be in the best interest of the festival, the GMF committee may assign the Exhibitor an alternate space prior to or during the festival. The decision of the GMF committee is final.

DEFAULT IN OCCUPANCY - In the event Exhibitor fails for any reason to install its exhibit in its assigned space, GMF has the right, at its sole discretion, to retain all sums previously paid by vendor. The GMF committee will make every effort to work with any Exhibitor experiencing a death, bodily injury or unforeseeable circumstance during the Gardendale Magnolia Festival.

SET UP TIMES & DISMANTLING -

FRIDAY SET UP/REGISTRATION- Friday registration begins at 9:00 am inside of the civic center. Friday registration closes at 5:00pm. Saturday registration is 6:00 a.m.- 8:00 a.m. inside civic center.. Come early or on Friday, if possible. Registration is at the Gardendale Civic Center-857 Main Street.

SATURDAY SET UP/REGISTRATION Highly recommend Friday set up due to large volume of arts and craft vendors blocking traffic on Saturday. If you must set up on Saturday, feel free to come by Friday between 9:00-5:00 and register and get your number and location to help prepare for set up.

The Gardendale Magnolia Festival, Civic Center & City of Gardendale will not be held responsible for any items left overnight in an outside space. Security will patrol the area Friday night, but ultimate responsibility is yours.

ALL EXHIBITS MUST BE COMPLETELY SETUP BEFORE 10:00 a.m., -Saturday *NO vendor will pack up before 5:00 p.m. on Saturday of festival.* Booths that ignore this rule will not be invited back next year. Booths must be packed up and vacated by 7:00p.m. Saturday. **No electricity is available unless requested/paid for through Magnolia Festival application process in advance.** The exhibitor is responsible for their own table, chairs and any signage.

EXHIBIT AREA - Nothing shall be nailed, stapled or otherwise affixed to inside walls, sidewalks or streets of the Festival area. Exhibitor's booth must conform to the size restrictions of the Festival and not interfere with walkways or adjacent booths in any way. All exhibits are to be in keeping with the overall **family-oriented** theme of the festival. Tents are highly recommended outside for protection against elements and overall look of festival. Alcohol is not allowed on Festival grounds. Exhibitor's booth must be open and staffed during entire Festival hours. No items will be sold the GMF deems dangerous or unsuitable for a family atmosphere. Any item(s) that the exhibitor does not voluntarily remove after notification, will be confiscated and returned at the end of the festival.

FIRE, SAFETY & HEALTH REGULATIONS - Exhibitor agrees to comply with all fire codes and safety regulations. These codes will be inspected this year. Exhibitors may request electrical power for an additional fee (*See attached registration form*). All extension cords used at the Festival must be supplied by the exhibitor and be the heavy duty three-wire type. Exhibitor should bring at least 100' in length for electrical hookup. All vendors are solely responsible for securing their electrical cords and similar cords/ropes for safety reasons. Minor First Aid will be available at the Festival.

GENERAL - No food or beverages will be sold or given away without the Gardendale Magnolia Festival committee's approval. Voice or music amplification systems are not allowed without prior approval.

TAXES - All exhibitors are solely responsible for obtaining any licenses, permits or approvals required under local or state law applicable to their activity at the festival. Vendor understands that they are responsible for paying their own City, County & State taxes if any sales are made.

Envelopes will be provided at registration from each governmental agency to submit the appropriate taxes. The City of Gardendale will not require any special licenses for this one-day event, however, city taxes are not exempt. Someone will be at the circle desk after 4:30 to collect your tax envelopes, otherwise you will mail them yourselves.

****THERE IS A \$35 CHARGE FOR ALL RETURNED CHECKS****

If you have a GFB Church parking lot/street booth, be prepared to weigh your tent poles down in case of wind. All GFBC parking lot/street spots will be pavement and will need weights on tents.

This is a Rain or Shine Event and No Refunds Will Be Given for Weather Conditions.

******IMPORTANT INFORMATION - PLEASE KEEP FOR YOUR REFERENCE******



SPONSOR BOOTH WAIVER INDEMNITY

1) I/we agree to indemnify, hold harmless and defend Gardendale Magnolia Festival, Inc, the City of Gardendale, AL, its officials representatives, agents, servants, employees, volunteers and musical artists from and against any and all litigation expense in whole or in part arising out of, connected with or in any way associated with my/our activities preparing for the Gardendale Magnolia Festival, participating in Gardendale Magnolia Festival or departing from Gardendale Magnolia Festival.

2) *I understand there exists a risk of the spread of COVID-19 in any group, social or public setting, location or event. Attending Gardendale Magnolia Festival (GMF) could increase your risk of contracting COVID-19. I understand GMF disclaims any liability for exposure to COVID-19 and by your entry or presence at GMF events or property you voluntarily assume all risks and agree you will not hold GMF or its related parties liable for any resulting illness or injury.*

3) Terms and Conditions: I have read and understand the information contained in the GMF Food Vendor Terms and Conditions. I acknowledge that failure to comply with these terms and conditions may result in the removal of my vendor space at GMF and may not be entitle to a refund of all fees, if applicable.

Signature _____

Date _____