



# Legacy Park

## 2021 EVENT SPONSORSHIP PACKAGE

With **2,000 homes**, Legacy Park is the City of Kennesaw's premier neighborhood boasting a family friendly, small town atmosphere like no other. A community enhanced by natural trails, streams and varied and abundant areas for recreation and gatherings, Legacy Park's residents come here to enjoy a social and active lifestyle. Our fulltime activities director organizes **more than 50 events** each year tailored specifically to the needs and desires of our residents.

Event sponsorship is an ideal way to reach Legacy Park's residents with your company's offerings. Our sponsorship packages are not only budget-friendly for businesses of all sizes, but also offer flexibility with very targeted opportunities to get in front of our resident audience with consistent frequency of your message and in various ways.

### COMMUNITY PROFILE:



Number of Residents: ~7,000  
 Average Home Value: \$260,000  
 Home Price Range: \$185,000 - \$600,000

### Targeted Messaging Benefits\*

| Sponsorship Opportunities                                     | Access to all events. Presence at event optional | Event Access: Interaction with residents, display of business yard sign, recognition by MC & table and tent provided | Recognition in monthly mailed newsletter, Town Herald as event sponsor | Logo on the Legacy Park Website & Legacy Park App | Advertising in New Resident Packet | Spirit of America Celebration & Chili Cook Off |
|---|--|--|--|---|------------------------------------|--|
| <b>GOLD</b><br>\$3,000  | <b>X</b>   | <b>X</b>   | <b>X</b>   | <b>X</b>  | <b>X</b>                           | <b>X</b>                                       |
| Silver<br>\$1,500   | <b>X</b>   | <b>X</b>   | <b>X</b>   | <b>X</b>  | <b>X</b>                           |  |
| Pool Parties, Movie, Foam Party, Kid Friendly Events<br>\$300 | <b>X</b>   | <b>X</b>   | <b>X</b>   | <b>X</b>  |                                    |  |
| Concert Series<br>\$500                                       | <b>X</b>   | <b>X</b>   | <b>X</b>   | <b>X</b>  |                                    |  |
| Food Sponsor  | <b>X</b>   | <b>X</b>   | <b>X</b>   |   |                                    |  |
| Prizes/Raffles<br>\$200                                       | <b>X</b>   | <b>X</b>   | <b>X</b>   |   |                                    |  |
| Vendor<br>\$200   | <b>X</b>   | <b>X</b>   | <b>X</b>   |   |                                    |  |

**\*ALL SPONSORS WILL BE RECOGNIZED IN EVENT EMAILS TO RESIDENTS**

**\*\*EXCLUSIVE SPONSORSHIPS ARE AVAILABLE UPON REQUEST**



# Spirit of America Celebration & Chili Cook Off Sponsorships

## LEGACY PARK'S FLAGSHIP EVENT SPONSORSHIP

**Gold Level Sponsors** enjoy maximum benefit and exposure through participation in Legacy Park's most highly anticipated and best attended events of the year. The Spirit of America celebration takes place on July 4th and the Chili Cookoff occurs in the Fall.

| Targeted Messaging Benefits*  |   |                             |   |   |   |
|-------------------------------|---|-----------------------------|---|---|---|
| Sponsorship Opportunities     | Spotlight or Advertisement & Recognition in Town Herald Newsletter as Event Sponsor | Logo on Legacy Park Website | Reserved Table Spirit of America Celebration ONLY | Guest Passes & Food Passes  | Event Access: Interaction with Residents, Display of Business Yard Sign, Recognition by MC, Table & Tent Provided |
| GOLD<br>\$3,000               | X   | X                           | X   | X<br><br>10 Guest Passes Spirit of America Celebration ONLY<br><br>5 Guest Passes Chili Cook Off<br><br>10 Food Vouchers - Spirit of America ONLY | X   |
| Spirit Sponsor<br>\$1,500     | X   | X                           | X   | X<br><br>5 Guest Passes Spirit of America Celebration ONLY<br><br>5 Guest Passes Chili Cook Off<br><br>5 Food Vouchers - Spirit of America ONLY   | X   |
| Table & Tent Sponsor<br>\$500 | X<br>Recognition in Town Herald as Event Sponsor only                               |                             |   |   | X   |

### SPONSORSHIP CONTACT INFO:

Morgan Pepin, Activities Director / 770-919-2556 / [ActivitiesDirector@LegacyPark.org](mailto:ActivitiesDirector@LegacyPark.org)