



FORSYTH CONFERENCE CENTER
Lanier Technical College
3410 Ronald Regan Blvd

23rd ANNUAL *Christmas,* ARTS & CRAFTS *FESTIVAL*

AT LANIER TECH

NOVEMBER 14TH 9AM-4PM | NOVEMBER 15TH 10AM-4PM

Cumming Arts Center is a 501 (C) (3) which is 100% volunteer based organization and we rely on income from our membership dues, exhibitor fees, fundraisers, grants, and the help of generous local sponsorship from businesses/companies such as yours.

WHY SPONSOR THIS EVENT?

Now in its 23rd year, we provide a rich visual arts experience for residents of the Forsyth County community and the surrounding community by fostering a culture of **creativity, innovation, imagination, and appreciation of the arts.**

TARGET MARKET:	Families & ALL AGES
FESTIVAL PROVIDES:	A wide variety of entertainment and shopping among talented local artists and craftspeople.
ATTENDANCE:	8,000 – 10,000 Visitors

Our commitment to you, the sponsor, is to host a professional, high-quality event, which cultivates community spirit.

Thank you for your interest and support. If you wish to take this opportunity, please select a sponsorship level and we can collect a check, or you can pay by credit card via our website!

For more information on how to secure your sponsorship, please contact:

ALISON SIMS

EMAIL: SAACChristmasFest@gmail.com
PHONE: (470)660-1779

**Festival Sponsorship
Registration:**



Festival Details:



Sincerely,

Alison Sims
FESTIVAL DIRECTOR

Debra S. Mollohan
ADMIN ASSISTANT & SPONSORSHIPS





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PLEASE NOTE: NO SALES ALLOWED

SPONSORSHIP TIERS

\$2,500 – Festival Community Sponsor

EXCLUSIVE!

LIMITED AVAILABILITY

BE PROMINENTLY FEATURED AS MAIN SPONSOR ON:

ALL CHRISTMAS FESTIVAL

PRE-EVENT & GENERAL PROMO COLLATERAL
-including flyers, social media & more

FESTIVAL EVENT DISPLAYS:

- Event Display Projector
- Posters inside & outside of event venue

EXCLUSIVE!

EVENT DISPLAY / BOOTH OUTSIDE OF VENUE ENTRANCE

Distribution of advertising and promotional materials permitted from your booth
-IF CAR DEALERSHIP: Includes space for one vehicle
-IF OTHER BUSINESS: Space for booth

DISTRIBUTION OF ADVERTISING & PROMO MATERIALS BY STAFF FROM CUMMING ARTS CENTER WELCOME TABLE

ADDITIONAL ADVERTISING

PROMOTIONAL BUSINESS MATERIALS SPACE AT THE CUMMING ARTS CENTER (BUSINESS CARDS & BROCHURES)

BUSINESS LOGO AND BUSINESS PROMOTIONS ON
ARTS CENTER ADVERTISING, ADS & PUBLICITY:

Cumming Arts Center's Website, Instagram,
Facebook, & Monthly Newsletter

\$1,000 – Elf Corner Children's Giftshop & Santa's Photo Booth

LIMITED TO ONE SPONSOR

BE PROMINENTLY FEATURED AS MAIN SPONSOR ON:

ALL CHRISTMAS FESTIVAL

PRE-EVENT & GENERAL PROMO COLLATERAL
-including flyers, social media & more

FESTIVAL EVENT DISPLAYS:

- Event Display Projector
- Posters outside of Elf Corner Gift Shop
- Posters outside of Santa's Photo Booth

DISTRIBUTION OF ADVERTISING & PROMO MATERIAL PERMITTED FROM ELF CORNER & SANTA'S PHOTO BOOTH

DISTRIBUTION OF ADVERTISING & PROMO MATERIALS BY STAFF FROM CUMMING ARTS CENTER WELCOME TABLE

ADDITIONAL ADVERTISING

PROMOTIONAL BUSINESS MATERIALS SPACE AT THE CUMMING ARTS CENTER (BUSINESS CARDS & BROCHURES)

BUSINESS LOGO AND BUSINESS PROMOTIONS ON
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\$750 – Elf Corner Children's Giftshop

Santa's Photo Booth

LIMITED TO ONE SPONSOR EACH

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ALL CHRISTMAS FESTIVAL

PRE-EVENT & GENERAL PROMO COLLATERAL
-including flyers, social media & more

FESTIVAL EVENT DISPLAYS:

- Event Display Projector
- Posters outside of Elf Corner Gift Shop
- Posters outside of Santa's Photo Booth

DISTRIBUTION OF ADVERTISING & PROMO MATERIAL PERMITTED FROM SELECTED BOOTH LOCATION

DISTRIBUTION OF ADVERTISING & PROMO MATERIALS BY STAFF FROM CUMMING ARTS CENTER WELCOME TABLE

ADDITIONAL ADVERTISING

PROMOTIONAL BUSINESS MATERIALS SPACE AT THE CUMMING ARTS CENTER (BUSINESS CARDS & BROCHURES)

**BUSINESS LOGO AND BUSINESS PROMOTIONS ON
ARTS CENTER ADVERTISING, ADS & PUBLICITY:**

Cumming Arts Center's Website, Instagram,
Facebook, & Monthly Newsletter

\$750 – Festival of Trees

LIMITED TO ONE SPONSOR EACH

ALL NEW FOR THE 2025 FESTIVAL!

This prominently featured area is expanded this year with LARGE SPONSORED trees! The area where the trees will be placed sets the stage for a beautiful display and your tree will be featured at Santa's Photo Booth

BE PROMINENTLY FEATURED AS MAIN SPONSOR ON:

ALL CHRISTMAS FESTIVAL

PRE-EVENT & GENERAL PROMO COLLATERAL
-including flyers, social media & more

FESTIVAL EVENT DISPLAYS:

- Event Display Projector
- Posters outside of Festival of Trees
- Posters posted by Sponsored Tree used in Santa's Photo Booth Backdrop

DISTRIBUTION OF ADVERTISING & PROMO MATERIAL PERMITTED FROM SELECTED BOOTH LOCATION

DISTRIBUTION OF ADVERTISING & PROMO MATERIALS BY STAFF FROM CUMMING ARTS CENTER WELCOME TABLE

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ADDITIONAL ADVERTISING

PROMOTIONAL BUSINESS MATERIALS SPACE AT THE CUMMING ARTS CENTER (BUSINESS CARDS & BROCHURES)

**BUSINESS LOGO AND BUSINESS PROMOTIONS ON
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\$1,000 – Outdoor Display for Vehicle/Machine

ONLY TWO SPACES AVAILABLE!

ONE LARGE OUTDOOR DISPLAY SPACE FOR YOUR BUSINESS' VEHICLE, BOAT, MACHINE, ETC.

DISTRIBUTION OF ADVERTISING & PROMO MATERIALS BY STAFF FROM CUMMING ARTS CENTER WELCOME TABLE

\$300 – Friends of the Cumming Arts Center

FEATURE YOUR LOGO & BUSINESS ON:

- Sponsorship Poster at Welcome Desk
- Festival Event Display Projector

ONE LARGE OUTDOOR SIDEWALK SPACE

- Suitable for single vehicle
- CONTACT ALISON SIMS FOR MORE DETAILS

DISTRIBUTION OF ADVERTISING & PROMO MATERIALS BY STAFF FROM CUMMING ARTS CENTER WELCOME TABLE

\$50-\$599.99 – Raffle

PROVIDE A GIFT CARD, SERVICE, OR PRODUCT FOR RAFFLE!

Choose your dollar amount within our requirement and provide your chosen item(s) in a presentable format or as a decorated basket!

SIGNAGE FEATURING YOUR BUSINESS' NAME BY YOUR RAFFLE ITEM AT THE RAFFLE TABLE

HOW TO APPLY:

CONTACT:

EMAIL: SAACChristmasFest@gmail.com
PHONE: (470)660-1779

SCAN THE QR CODE:

You will be taken to our
sponsorship registration page



PLEASE NOTE: Payments must be submitted online through our website or dropping a Check off at Cumming Arts Center

APPLICATION DEADLINE: Wednesday, October 28th

501(c)3 EIN – 58-1562321

LOGO REQUIREMENTS: JPEG, PNG, or EPS file format
--Please email to: tech@CummingArtsCenter.com

LOGO SUBMISSION DUE: Friday, October 30, 2026
Any logos received after this date WILL NOT BE
GUARANTEED in Festival advertising

