



City of Cornelia
Office of Downtown Development

2020 Partnership Packet

Thank you!





Dear Community Members,

It's hard to believe how far we already are into 2020! We have another great year planned for the city and need community support and involvement to build and grow these events even more. Don't miss your chance to be part of the excitement and partner with the Cornelia Downtown Development Authority & the Cornelia Hospitality & Tourism board in hosting the following great events.

We are so excited to add something new to our partnership packets! You can now donate directly to our Sign/Façade Grant fund! This grant fund helps give back to our downtown businesses by encouraging business owners to improve the aesthetic of their space either by renovating the outside or getting new signage. When the facades of our businesses look good, people are more inclined to go inside. Also, if the town is aesthetically pleasing, it lets people know that we take pride in our community and encourages new businesses to come in! Please consider adding a donation to our grant fund so that the DDA can keep the momentum going!

(Check all that apply)

Façade/Sign Revitalization Fund

Ongoing

The Revitalization Fund helps business owners pay for improvements to their facades or signs and makes the whole community more appealing. This grant fund is a key operation of the DDA, which has proven to be a fantastic and much needed opportunity in Downtown Cornelia. Please consider donating to this fund for the betterment of our entire community.

- | | |
|--|--------------------------|
| Sign grant- Business owners get up to \$500 reimbursement for a new sign | \$500 |
| Façade grant- Business owners receive up to \$1,500 reimbursement for improvements to the façade of the building | \$1,500 |
| Sign/Façade- Business owners can receive both a sign and façade grant in the same fiscal year | \$2,000 |
| Annual Donation- Sponsors may choose to donate to the Revitalization fund on an annual basis. Just check this box and we will send an invoice at the beginning of every year! | <input type="checkbox"/> |



(Check all that apply)

90s Tacky Prom

Friday, February 21st 8-11 p.m.

21 AND OVER ONLY!

Bring your sweetie out for a good time at Common Ground Cornelia! This is a dope Valentine's Day gig! Make sure to get out your scrunchies and your plaid skirts because we are taking it back to the 90s! We will have a great cash bar, awesome decorations, and the best DJ in town bringing you all the hits from the good ol' days! We will crown a Tacky King and Queen at the end of the night! Be sure to bring your dancing shoes because we are Electric Sliding all the way back to the 90s!

Nirvana Sponsor (Musical Entertainment) \$500

Ace of Base Sponsor (Alcohol vendors, games, snacks, prizes) \$300

Pearl Jam (Marketing, posters, etc.) \$200

Wilson Phillips Sponsor (Decorations) \$100

In-Kind Donation (gift card, gas card, ads, etc)

Value: _____

Name/Company Name as you would like it to appear in advertisements:

(Email logo file to khammond@corneliageorgia.org)

Contact Person: _____

Address: _____

Phone No: (_____) _____ - _____

Email Address: _____ @ _____

Website: www. _____



(Check all that apply)

Tea Party- DDA Fundraiser

Saturday, March 14th 12:30-2:30 p.m.

This fundraiser is for ladies only. Dress your Sunday best and join us for an elegant luncheon. 100% of the proceeds will go into the Façade Grant Fund to help fund improvements of exteriors on Downtown buildings. Tickets for ladies 15 and older are \$20 and tickets for girls 14 and under are \$15. Please contact the Office of Downtown Development or any board member to inquire about purchasing tickets.

Queen Elizabeth Sponsor (Musical Entertainment)	\$500
Big Ben Sponsor (Alcohol vendors, games, snacks, prizes)	\$300
Westminster Abbey (Marketing, posters, etc.)	\$200
Meghan Markle Sponsor (Decorations)	\$100
In-Kind Donation (gift card, gas card, ads, etc.)	

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(Check all that apply)

North Georgia Association Cornhole Tournament- DDA Fundraiser

Friday, April 24th 5-10 p.m.

Bring your buddies out for a fun competition in our annual cornhole tournament. The North Georgia Cornhole Association will bring its professional equipment for this double blind tournament. First and Second place prize winners will have great payouts. There will also be a "longest throw" contest! There will be food vendors, music, and a cash bar!

Ace Sponsor (Prizes) \$500

Blocker Sponsor (Alcohol vendors, Music) \$300

Hanger Sponsor (Marketing, posters, etc.) \$200

Slider Sponsor (Decorations) \$100

In-Kind Donation (gift card, gas card, ads, etc.)

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(Check all that apply)

Cornelia Summer Kick-Off Concert featuring Country Band Sawyer Brown

May 16 at 5 p.m. in Cornelia

Join the City of Cornelia to kick-off summer with a bang! We will be hosting a block party in Downtown Cornelia! There will be local vendors, food, alcohol, music and fun!

Platinum Level Partner **\$5,000**
6 VIP Area Passes, 6 Parking Passes, 2 Artist Meet & Greet Passes, Listing on all poster promotions, Banner at Venue Area

Gold Level Partner **\$2,500**
4 VIP Area Passes, 4 Parking Passes, Listing on all Poster Promotions, Banner at Venue Area

Silver Level Partner **\$1,500**
2 VIP Area Passes, 2 Parking Passes, Listing on all Poster Promotions, Banner at Venue Area

Bronze Level Partner **\$500**
1 Parking Pass, Listing on all Poster Promotions, Banner at Venue Area

In-Kind Donation (gift card, gas card, food, ads, etc.)

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(Check all that apply)

Big Red Apple Festival - FREE

Saturday, September 26, 2019 from 10 a.m. until 4 p.m.

This long standing North Georgia tradition continues to draw crowds from all over the southeast to Cornelia for a weekend of fall fun in one of the most beautiful areas of the state. This event is just one of many during the fall season that continues to boost tourism economy for Habersham County. See attached sheet for partnership possibilities.

The Whole Bushel

\$2,500

Full festival sponsorship will be advertised as “Cornelia Main Street & (Your Name) present the Big Red Apple Festival.”

Golden Delicious Sponsors

\$1,000

Headline sponsor of all entertainment secured for Saturday stage during festival.

Apple Market Sponsor (Apples, Cider & Merchandise Tent)

\$500

The Crabapple Kid’s Zone Sponsor

\$500

Apple Orchard Sponsor (Event Map)

\$300

Apple Seed Sponsor (Promotional Materials/Banners)

\$200

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(Check all that apply)

Tailgate Party- UGA vs. South Carolina

Saturday, November 7 *Time To Be Determined*

Depot Parking Lot

BYOB! Come hang out in Downtown Cornelia with all your friends and enjoy watching the game together on the big screen! Bring your beer, your food, your chairs, and your people!

Touchdown Sponsor \$500

Field Goal Sponsor \$300

Pick Six Sponsor \$100

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Christmas Lights Spectacular! - FREE

November 26, 2018 – January 1, 2020

This Cornelia tradition begins on Thanksgiving night as the Cornelia City Park Holiday Light Spectacular is lit. This event brings people in from surrounding counties in the Northeast Georgia area. 2018 saw record numbers in attendance all week for activities and almost 22,000 cars drove through to see the lights for the month.



(Check all that apply)

Christmas Tree Lighting Ceremony & Small Business Saturday

Saturday, November 28th 6 p.m.

Downtown Cornelia

Join us for the tree lighting ceremony that kicks off the Christmas season in Cornelia, all while enjoying extending shopping hours on Small Business Saturday! Keep your money local and watch us light up the town while enjoying carolers and hot chocolate!

Whoville Sponsor \$500

Shop Local Sponsor \$300

Elf Sponsor \$100

In-Kind Donation (gift card, food donation, ads, etc)

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(Check all that apply)

Christmas in Downtown Cornelia

December 5th

4 p.m. until 9 p.m.

This event takes place in the heart of Downtown Cornelia. Kids have the opportunity to sit with Santa, enjoy dance shows, shop at the holiday market, watch a Christmas movie, roast marshmallows, get fun hayrides through the Christmas light scenery, and enjoy extended shopping hours. This event attracts families all over Habersham and our neighboring counties.

Available Partnerships – All partners will have signage at appropriate locations depending on level/type of partnership chosen & promoted on all advertisements of event.

Clark W. Griswold Presenting Sponsor (Christmas Spirit Sponsor) **\$1,000**

Angels of Light (Christmas Light Sponsor): **\$500**

Assisting in the upkeep and purchase of lights in downtown

Deck the Halls Hero: **\$300**

Assisting in the decorations for the Downtown & the Cornelia Live Tree

Santa's Helper: **\$300**

Assisting with **FREE** visits with Santa

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All-Inclusive Downtown Annual Event Partner \$2,000

A premier partner for all Main Street/DDA events and programs with the following benefits:

- Listed as 2020 Program Partner on all marketing media and materials
- Listed as a partner on all event materials & social media
- Booth space at all events and promotions, if desired
- Special VIP privileges at all events and promotions & tickets where applicable

All of our events aim to bring a diverse group of people, representing a wide variety of ages, to Cornelia & Habersham County from all over the Southeast to promote tourism in our area.

As an event partner, you'll enjoy special perks including things like VIP access/reserved seating at concerts, tickets that you can give away to employees/valued customers and many opportunities to promote your business with booth space at the events.

Please look over the attached information pertaining to each event and pick what suits your business/organization the best. Please return your completed form(s) and payment made payable to the City of Cornelia as soon as possible so that we can include you on all promotion of events. *(All donations are tax deductible as allowed by Georgia Law.)*

Please contact us for additional information or to discuss a customized sponsorship package. We look forward to working with you this year.

Please check or circle which option you'd like and fill out the contact information and return it, along with funds, made payable to:

City of Cornelia, P.O. Box 785, Cornelia, GA 30531