



City of Cornelia
Office of Downtown Development

2021 Partnership Packet

Thank you!



Cornelia Downtown Development Authority
P.O. Box 785, Cornelia, GA 30531

www.corneliageorgia.org



Dear Community Members,

It's finally time to put 2020 behind us and move forward hoping for a much better 2021! We have hired a new Tourism and Special Events Coordinator, Lindsey Fitzgerald, and we are incredibly excited to have her creativity and fresh perspective. We can't wait to see how she fills this role! We have a 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!

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!



Events Sponsorships

We try to host events from small to extra-large. We also try to host events that cater to all ages and walks of life. Some event sponsorships are smaller. Some are much bigger. You have the option to sponsor each individual event if you choose, and this allows you to sponsor events that tailor to your budget! Just let us know your price range and we will customize the sponsorship to both fit your needs and benefit your business!

In-kind Sponsor- This is sponsorship in the form of gift certificates, gas cards, products, venue, etc.

- Mention on all social media platforms

Bronze Sponsorship- \$200- These sponsorships help pay for marketing materials for events

- Listed as a sponsor on all print and digital marketing materials for specific event

Silver Sponsorship- \$500- These sponsorships help pay for decorations, alcohol, supplies, etc.

- Listed as a sponsor on all print and digital marketing materials for specific event
- Booth space at event specified

Gold Sponsorship- \$1,000- These sponsorships help pay for an entire area of an event. For example, entertainment, kids' zone, or vendor fair, etc.

- Listed as a sponsor on all print and digital marketing materials for specific event
- Banners hanging to promote business in event area stated
- Booth space at event specified

Platinum Sponsorship- \$1,500- These sponsorships help pay for marketing materials AND an entire area of an event

- Listed as a sponsor on all marketing materials and social media for specific event
- Banners hanging to promote your business in event area stated
- Listing on apparel where applicable
- Booth space at event specified in prime location

All- Inclusive Sponsorship- \$2,000- These sponsorships are the gift that keeps on giving.

Business is listed for every event held throughout the year

- Listed as 2020 Program Partner on all marketing and media including social media for all events held throughout the year.
- Listing on apparel where applicable
- Banners hanging during events to promote your business

Presenting Sponsorship- \$2,500- These sponsorships are limited to one per event/festival. It helps pay for all aspects of the event and receives more marketing and advertising benefits than any other sponsor

- Partners will be listed as presenting sponsor on all marketing materials for specific event
- Mentions in radio, print ads, videos, and press releases
- Banners hanging to promote business throughout event
- Booth space at all events
- Listing on apparel where applicable (t-shirts)
- VIP tickets and privileges for events where applicable



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

Please state which sponsorship you'd like. If individual event, please specify:

Value: -----

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

(Email logo file to lfitzgerald@corneliageorgia.org)

Contact Person: -----

Address: -----

Phone No: (_____) _____ - _____

Email Address: -----@-----

Website: www.-----

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. 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.

Lindsey Fitzgerald- Special Events and Tourism Coordinator
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706-778-8585 ext. 209

Jessie Owensby- Community Development Manager
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