



Dear Sponsor,

Since 2006, Newland Communities has proudly raised more than \$1 million dollars for charities at our annual fall festivals across the country. Right here in Atlanta at **Sterling on the Lake's Harvest Balloon Festival** we raised nearly \$23,000 in 2010. We are incredibly proud of the funds raised nationally and here in our community, especially during these tough economic times.

100% of the proceeds from the Harvest Balloon Festival at Sterling on the Lake were shared evenly between two charities – **Challenged Child and Friends, Inc.**, a local nonprofit in Hall County serving children with disabilities through educational, therapeutic, nursing and family counseling services, and the **National Military Family Association**, a nonprofit organization committed to strengthening and protecting officer and enlisted families in the Army, Navy, Air Force, Marine Corps, Coast Guard, Public Health Service and NOAA. Their **Operation Purple** camps provide children with a break from wartime tension present at home, friends to confide in, coping skills critical to managing the absence of mom or dad, and a lot of fun to offset the extra responsibilities in their complicated young lives.

While the purpose of the festival couldn't be more serious, the festival itself was a celebratory community event, incorporating good old-fashioned outdoor fun and family participation. Festival-goers enjoyed traditional family favorites and new fall activities while supporting such worthy causes.

We invite you to visit www.SterlingOnTheLake.com and click on photo gallery at the bottom of the page to view images from our **2011 Harvest Balloon Festival**. We have also included photos from the check presentations to the two charities. We hope you enjoy seeing the true community spirit that was alive at the festival events.

To recognize your support, we would like to extend an opportunity to thank you and your company at the Harvest Balloon Festival. Complete outlines of sponsorship and vendor levels are attached for your consideration. I hope we can count on your support this year.

With appreciation,

Jennifer Landers

Jennifer Landers, Marketing Director



Sponsor Guide

Event Date: Saturday, October 15, 2011

Festival Hours: 1:30p.m. – 7:30p.m.

Balloon Glow: 8:00 p.m. – 8:30 p.m.

Application deadline is Thursday, September 1, 2011

Contact Information:

Jennifer Landers

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Flowery Branch, GA 30542

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770-967-9777

www.harvestballoonfestival.com



Welcome Sponsors! We are very happy to invite you to participate in Sterling on the Lake's 6th annual festival. Applicants will be reviewed in the order they are received and the number of vendors will be limited based on category. We encourage you to submit your application as soon as possible. The deadline for receiving your application and payment is Thursday, September 1, 2011.

Festival Brief

Where: **Sterling on the Lake Master Planned Community 2,000 planned Homes**
7005 Lake Sterling Blvd
Flowery Branch, Georgia 30542
Just off I-985 on Spout Springs Rd
One exit North of Mall of Georgia

Festival Hours: **Main Festival:** Saturday, October 15, 2011
1:30pm-8:30pm (*rain or shine*)

Booth Hours: 1:00 pm - 8:00 pm

2010 Attendance: 7,500

Set-up

When: Saturday, October 15, 2011, 10:00 am to 1:00 pm

Where: The Booth Area will be located throughout the Village Green. Check in will be at the Information Center across the street. You will be directed to your location. Unloading will be allowed along Fellowship Lane between the hours of 10:00am and 1:00pm only. Cars must be moved to parking area no later than 1:00pm. Vehicles are NOT permitted on the grass for unloading/loading.

Breakdown



When: Saturday, October 15, 2011, 8:00 pm to 9:00 pm
Packing & exiting by vehicle from the event will not be available during festival hours. You may begin breakdown at 8:00 pm and prepare for load out as soon as guests are cleared from the festival area.



Beneficiaries

This year, Sterling on the Lake will raise money and awareness for two select non-profit partners, which help children and families facing unfair challenges. Admission to the festival is free and money raised through balloon rides, activities, purchases and parking fees during the festival this year will benefit the National Military Family Association and Challenged Child and Friends. The money will be split between the two charities.

For more information, visit www.harvestballoonfestival.com or call (770) 967-9777.

	<p style="text-align: center;">About National Military Family Association</p> <p>The National Military Family Association provides resources and support to families of Air Force, Army, Navy, Marine Corps, Coast Guard, NOAA and PHS. The <i>Operation Purple®</i> program consists of summer camps for children of deployed military members. Camps are open to military children of all ranks and services: active and reserve components. Operation Purple Family Retreats are designed to allow families to reconnect after experiencing the stresses surrounding a deployment and reintegration.</p> <p style="text-align: center;">www.MilitaryFamily.org</p>
	<p style="text-align: center;">About Challenged Child and Friends</p> <p>Founded in 1985, Challenged Child and Friends is a 501c (3) non-profit organization located in Gainesville, Georgia on a 15 acre campus. They serve children with disabilities and their typical peers through state-of-the-art educational, therapeutic, nursing and family counseling services in an integrated environment.</p> <p style="text-align: center;">www.challenged-child.org</p>



2011 Sponsor Levels

Presenting Sponsor \$5,000 – Application and payment due August 1, 2011

- Balloon Basket Banner in High Visibility area
- 2 VIP Balloon Rides
- 4 Parking Passes
- 4 Festival T-shirts
- Media Coverage (see Marketing Director for details)
- Logo on Festival T-shirt as Presenting Sponsor distributed to our vendors, sponsors and volunteers
- Logo printed on all Flyers
- First opportunity to purchase limited balloon ride tickets
- Festival Banner with your logo stating your company as a presenting sponsor
- **HOLD** 15x15 Tent with 2 tables & 4 chairs provided
- Organization logo is placed on “Thank You” signs located around festival grounds
- Logo and web link on www.harvestballoonfestival.com Home page and Sponsor page
- Two 2-minute on stage presentations during Festival
- Company advertisement in Welcome Package

Gold Sponsor \$1,750

- Logo on Festival T-shirt
- Balloon Basket Banner
- 2 Parking Passes
- 2 Festival T-Shirts
- First opportunity to purchase limited balloon ride tickets
- 10x10 Tent with 1 table & 2 chairs provided
- Organization logo is placed on “Thank You” signs located around festival grounds
- Logo and web link on www.harvestballoonfestival.com sponsor page
- On stage promotion throughout the day
- Company advertisement in Welcome Package

Silver Sponsor \$1,000 – Balloon/Basket Banner Sponsor

- Name on Festival T-Shirt
- Balloon Basket Banner or Bring your corporation logo balloon
- 10x10 space with 1 table & 2 chairs provided
- Organization logo is placed on “Thank You” signs located around festival grounds
- Logo and web link on www.harvestballoonfestival.com sponsor page
- On stage promotion throughout the day
- Company advertisement in Welcome Package

Bronze Sponsor \$500 or Exhibitor Sponsorship based on availability

- 10x10 space with 1 table & 2 chairs provided
- Organization name is placed on “Thank You” signs located around festival grounds
- Logo and web link on www.harvestballoonfestival.com Sponsor page
- On stage promotion throughout the day
- Company advertisement in Welcome Package



2011 Vendor Sponsorship Levels

Tents, Table & Chair Sponsor- \$2,500 Estimated Retail Value of goods provided (Limit One)

- Provide Tents, Tables and Chairs for the event
- **Vendor to receive**
- Logo on Festival T-Shirt
- Balloon Basket Banner
- 10x10 Tent, 1 table & 2 chairs at Event
- Organization logo is placed on "Thank You" signs located around festival grounds
- Logo and web link on www.harvestballoonfestival.com Home page and Sponsor page
- On stage promotion throughout the day
- Company Advertisement in Welcome Package

Propane Sponsor-\$2,500 Estimated Retail Value of goods provided (Limit One)

- Provide all propane for Hot Air Balloons
- **Vendor to receive**
- Balloon Basket Banner
- Logo on Festival T-Shirt
- 10x10 Tent, 1 table & 2 chairs at Event
- Organization logo is placed on "Thank You" signs located around festival grounds
- Logo and web link on www.harvestballoonfestival.com Home page and Sponsor page
- On stage promotion throughout the day
- Company Advertisement in Welcome Package

Corporate Balloon Sponsor - \$1,750 Estimated Retail Value of goods provided

- Provide Corporate Balloon on site for tethered rides
- Tethered rides October 15, 2011 8:30am until 9:30am and 5:30pm until 7:30pm
- Tethered rides October 16, 2011 8:30am until 9:30am
- All proceeds from tethered ride tickets will go to benefit the Charities
- Must be available at Pilot meeting prior to set up
- **Vendor to receive**
- Logo on Festival T-Shirt
- 2 Parking Passes
- 2 Festival T-Shirts
- Organization logo is placed on "Thank You" signs located around festival grounds
- Logo and web link on www.harvestballoonfestival.com Home page and Sponsor page
- On stage promotion throughout the day
- Company Advertisement in Welcome Package



- **2011 Vendor Sponsorship Levels (cont'd)**

T-Shirt Sponsor-\$1,500 Estimated Retail Value of goods provided (Limit One)

- Provide Festival T-Shirts (approx. 230 screen printed t-shirts & 25 embroidered polo shirts)
Vendor to receive
- Logo on back of Festival T-Shirts
- 10x10 space, 1 table & 2 chairs at Event
- Organization logo is placed on "Thank You" signs located around festival grounds

- Logo and web link on www.harvestballoonfestival.com sponsor page
- On stage promotion throughout the day
- Company Advertisement in Welcome Package

Printing Sponsor- \$1,000 Estimated Retail Value of goods provided (Limit One)

- Provide event flyers and programs
- **Vendor to receive**
- Logo on Festival T-Shirt
- Logo printed on all Flyers
- 10x10 space, 1 table & 2 chairs at Event
- Organization logo is placed on "Thank You" signs located around festival grounds
- Logo and web link on www.harvestballoonfestival.com sponsor page
- On stage promotion throughout the day
- Company Advertisement in Welcome Package

Sign Sponsor-\$1,000 Estimated Retail Value of goods provided (Limit One)

- Provide all Event signage (details TBD)
Vendor to receive
- Company name on back of Festival T-Shirts
- 10x10 space, 1 table & 2 chairs at Event
- Organization logo is placed on "Thank You" signs located around festival grounds
- Logo and web link on www.harvestballoonfestival.com sponsor page
- On-stage promotion throughout the day
- Company advertisement in Welcome Package

Photographer Sponsor-\$1,000 Estimated Retail Value of service and goods provided (Limit One)

- Provide High resolution a CD of all Event pictures within 48 hours of event.
- Must be available during the following times on October 15th: 7:30am-10:30am and 1:00 pm - 8:30pm
- Must provide pictures requested by Festival organizer (All photo rights will be granted to Sterling on the Lake)
Vendor to receive
- Company name on back of Festival T-Shirts
- 10x10 space, 1 table & 2 chairs at Event
- Organization logo is placed on "Thank You" signs located around festival grounds
- Logo and web link on www.harvestballoonfestival.com sponsor page
- On stage promotion throughout the day
- Company advertisement in Welcome Package



2011 Vendor Sponsorship Levels (cont'd)

Balloon Banner Sponsor-\$1,000 Estimated Retail Value of goods provided (Limit One)

- Provide all Balloon Banners
- **Vendor to receive**
- Company name on back of Festival T-Shirts
- 10x10 space, 1 table & 2 chairs at Event
- Organization logo is placed on "Thank You" signs located around festival grounds
- Logo and web link on www.harvestballoonfestival.com Sponsor page
- On stage promotion throughout the day
- Company Advertisement in Welcome Package

In-Kind Donor/Goods Donated Estimated Retail Value under \$500

- Welcome package bags
- Provide goods under \$500 in value. For example: Moonbounce, Portables, or Trash Cans, etc.
- **Vendor receives**
- Organization name is placed on "Thank You" signs located around festival grounds
- Web link on www.harvestballoonfestival.com Sponsor page
- On Stage Promotion throughout the day
- Company advertisement in Welcome Package



Sponsor Agreement

In accordance with the 2011 Harvest Balloon Festival at Sterling on the Lake Sponsorship Opportunities package, NNP-Looper Lake, LLC agrees to provide benefits as specified by your sponsorship level. All sponsors must abide by the event Rules and Regulations. All vendors should have individual insurance policies in place to cover themselves and guests, during the hours of the event, Vendor agrees that it will maintain (i) commercial general liability insurance in the minimum amount of \$1,000,000, and (ii) automobile liability insurance covering owned, hired and non-owned vehicles in an amount of not less than \$500,000 combined single limit. Vendor also agrees that it will name NNP-Looper Lake, LLC, a Delaware Limited Liability Company, California Public Employees' Retirement System, any and all of their respective parents, members, partners, subsidiaries and affiliates as additional insured parties on both the commercial general liability and automobile liability policies referenced above. Vendor will be responsible for injury, loss or damage that may occur to the vendor or to the vendor employees or property from any cause whatsoever prior to, during, or subsequent to the period covered by the vendor's contract. It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that each vendor shall assume the risk of any injury, loss or damage. By signing this contract, the exhibitor/vendor hereby assumes such risk and expressly releases the organizer and individuals referred to above from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth by the exhibitor shall be the exhibitor's responsibility.

Set-up

All Vendors should *arrive on-site Saturday, October 15, 2011 between 10:00 am – 11:00 am for check-in at the Information Center*. Vendors **must be set-up by 1:00 pm**. Vendors are responsible for staffing their booth.

The above pages outline items provided by Event Management for each sponsorship/vendor level.

I understand and will abide by the Harvest Balloon Festival rules and regulations on the following page.

Business Name (print)

NNP-Looper Lake LLC (print name)

Person signing on behalf of business (print)

signature of person signing for NNP-Looper Lake, LLC

Sponsorship level and \$ amount

Date

Signature/Date

This form must be signed and faxed to 770.967.9895 or emailed to Lbeaver@newlandco.com by Thursday, September 1, 2011. Full payment received no later than September 1, 2011, checks should be made payable to NNP-Looper Lake LLC and mailed to 7004 Lake Sterling Drive, Flowery Branch, GA 30542.



Sponsor & Vendor Rules and Regulations

PAYMENT: Applications must be accompanied by payment in full on or before Thursday, September 1, 2011.

CANCELLATION: In the event a vendor must cancel their request for exhibit space, the rental fee paid will not be refunded after Thursday, September 15, 2011. Event Management (NNP-Looper Lake, LLC) must be notified of all cancellations in writing.

EXHIBITS: Festival management reserves the right to determine eligibility of any individual, company or product to participate in the festival. Event Management can refuse sponsorship of exhibit space to any company or individual whose display of goods or services is not, in the opinion of Festival Management, compatible with the character and objectives of the festival.

INSURANCE: The vendor is solely responsible for providing any comprehensive and general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased.

PROPERTY DAMAGE: The vendor is liable for any damage caused to its exhibit space or other vendor's property.

LIABILITY: Vendor agrees that it will maintain (i) commercial general liability insurance in the minimum amount of \$1,000,000, and (ii) automobile liability insurance covering owned hired and non-owned vehicles in an amount of not less than \$500,000 combined single limit. Vendor also agrees that it will name NNP-Looper Lake, LLC, a Delaware Limited Liability Company, California Public Employees' Retirement System, any and all of their respective parents, members, partners, subsidiaries and affiliates as additional insured parties on both the commercial general liability and automobile liability policies referenced above at no charge. Vendor will be responsible for injury, loss or damage that may occur to the vendor or to the vendor employees or property from any cause whatsoever prior to, during, or subsequent to the period covered by the vendor's contract. It is agreed by the parties that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in numerous booths, and various other factors make it reasonable that each vendor shall assume the risk of any injury, loss or damage. By signing this contract, the exhibitor/vendor hereby assumes such risk and expressly releases the organizer and individuals referred to above from any and all claims for any such loss, damage or injury. Protection against unauthorized removal of property from the booth by the exhibitor shall be the exhibitor's responsibility.

_____ Initials

_____ Date



Sponsor & Vendor Rules and Regulations

EXHIBIT SPACE: Exhibits must not interfere with the use or appearance of other exhibits or impede access to them or impede the free use of the aisles. Vendor activities must be confined to allotted booth space. Booth space must be staffed during event hours. No music or musical performances will be allowed in booth space unless authorized by Festival Management.

SET-UP: Each exhibitor will be assigned a designated exhibit space based on sponsorship level. Set-up for exhibit spaces will begin at 10:00am Saturday, October 15, 2011. No exhibit materials should arrive prior to this time. All exhibits must be set-up and complete by 1:00pm. Tents may not exceed 10' x 10'. All vehicles must be moved to the designated parking area by 1:00pm.

BREAKDOWN / LOAD OUT: Under no circumstances will the delivery or removal of any portion of an exhibit booth be permitted without permission from Event Management once the event has officially opened. Deliveries of supplies and/or product during festival hours may be restricted by Festival Management. Displays and exhibits may not be dismantled or packed in preparation for removal until after the official closing time 8:00pm. Booths must remain intact and be fully staffed until closing.

RELOCATION OF EXHIBITS: Event Management reserves the right to alter the location of vendor spaces at its discretion in the best interest of the event.

HEALTH & SAFETY: Each vendor is responsible for the knowledge of all laws, ordinances and regulations pertaining to health, fire prevention and public safety while participating in the event. Compliance is mandatory and the sole responsibility of each vendor.

ELECTRICAL: There will be no electricity provided during the festival.

FAILURE TO HOLD FESTIVAL: Should any contingency prevent the holding of the festival, Event Management may retain such part of the vendor's sponsorship fee as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred. All remaining sponsorship fees shall be refunded. Vendors will not be reimbursed if the festival experiences adverse weather conditions that affect attendance, nor if the festival is canceled, postponed, curtailed or abandoned due to an act of war, insurrection, or natural disaster.

AMENDMENT OF RULES: Event Management reserves the right to make revisions, amendments and additions to these rules at any time. All changes, amendments and additions will be binding and vendors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by Festival Management.

SELLING OF GOODS: Retail sales of goods will not be permitted during the festival by any sponsors or vendors.

_____Initials

_____Date