

2018



Sponsorship Package



Easy as 1-2-3!

Step 1 *(pages 3-4)*

Learn more about Sterling on the Lake's Harvest Balloon Festival



Step 2 *(page 5)*

Select the Sponsorship Level that best suits your organization



Step 3 *(page 6-8)*

Complete the Sponsorship Agreement, initial the Rules pages and return to Sterling on the Lake

Step 1 *Why We Need Your Support*



Your generous commitment as a 2018 sponsor will directly aid to end the cycle of family homelessness as well as give hope to animals that find themselves without a permanent home. With your help, we will be able to give back to two very worthy, local organizations: **Family Promise of Hall County** and the **Hall County Animal Shelter**.

Family Promise of Hall County is a nonprofit agency, founded in Gainesville in 2012 by Lindsey McCamy, Executive Director. 1 in 45 American children will experience homelessness this year and 1 in 5 will live in poverty. There is a desperate need for a community based, comprehensive response to homelessness. The program's mission is to equip a community to end the cycle of family homelessness by providing case management, advisement, shelter, accountability, and advocacy to homeless families seeking independence.

<https://www.familypromisehall.org/>

The **Hall County Animal Shelter** is Hall County Government's first full-service Animal Shelter with over 300 kennels that comfortably house about 8,000 animals each year. The **Hall County Animal Shelter** has a legacy of giving all stray animals a temporary home regardless of age, breed or medical needs. This is an all-inclusive organization that services dogs, cats, horses, reptiles, and rabbits to name a few. Their mission is "No Animal Left Behind", and they truly live up to this motto. From 2016 donations, the shelter was able to purchase a Mobile Adoption center in 2017.

<http://www.hallcounty.org/280/Available-Pets>

The Sterling on the Lake Harvest Balloon Festival welcomed over 5,000+ visitors to our community in 2017, and raised almost \$225,000+ for our charities over the past 8 years with the help of our vital sponsors. Through your donations, we will again be able to host this signature festival complete with good old-fashioned outdoor fun, games, food, concerts and, of course, hot air balloons. This community event enables our two local charities to further their daily efforts and continue to impact our local communities and families for the better. We hope we can count on your support this year.

Step 1 2018 Event Details

Sterling on the Lake Harvest Balloon Festival



Saturday, October 27th, 2018

Festival: 3:00 p.m. – 8:00 p.m.

Balloons: 5:30 p.m. – 8:00 p.m. (weather permitting)

7005 Lake Sterling Boulevard

Flowery Branch, GA 30542

Contact Information

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Step 2 Select Your Sponsorship Level

Following is a breakdown of sponsorship levels and their benefits:

LEVEL (IN MONEY OR RETAIL VALUE)	VIP BALLOON RIDES	LOGO ON EVENT FLYERS/POSTERS*	LOGO ON EVENT WEBSITE HOMEPAGE*	BALLOON BASKET BANNER*	LOGO ON FESTIVAL T-SHIRT*	FESTIVAL T-SHIRTS	PROVIDED SPACE/EQUIPMENT	POST EVENT ADVERTISING TO RESIDENTS (EMAIL/NEWSLETTER)	COMPANY ADVERTISEMENT IN 1,500 WELCOME BAGS**	SPONSOR PAGE ON EVENT WEBSITE	FIRST OPPORTUNITY TO PURCHASE BALLOON RIDE TICKETS (\$250 EA)	THANK YOU SIGNS AT EVENT
PRESENTING (\$5,000+)	2	X	X	X	Logo	4	15'x15' <u>Tent</u> 2 Tables 4 Chairs	X	X	Logo/ Link	X	Logo
GOLD (\$2,500)					Logo	2	10'x10' <u>Tent</u> 1 Tables 2 Chairs	X	X	Logo/ Link	X	Logo
SILVER (\$1,000)					Logo	1	10'x10' <u>Space</u> 1 Table 2 Chairs		X	Logo/ Link		Logo
BRONZE (\$500)							10'x10' <u>Space</u> 1 Table 2 Chairs		X	Logo/ Link		Name Only
COPPER (\$250)							10'X10' <u>Space</u> <i>Tent, table, chairs, not provided</i>			Name Only		Name Only
IN-KIND										Name Only		Name Only

*Completed agreement and payment must be returned by 9/1/2018.

**Completed agreement and payment must be received by 9/28/2018. Items for Welcome Bags needed by 10/1/2018.

Step 3 Agreement

2018 Harvest Balloon Festival Sponsorship Agreement

Sponsorship Level

- _____ Presenting-\$5,000+
- _____ Gold-\$2,500
- _____ Silver-\$1,000
- _____ Bronze-\$500
- _____ In-Kind



Please complete the agreement below:

Company name (as you wish to be acknowledged)

Please print your name (or the name of the person we should contact during the event)

Address (street, city, state, zip)

Phone Number (office/cell of person we should contact during the event) Email Address

Signature

Date

Please submit this **sponsorship agreement and payment** to: *Sterling on the Lake Homeowner's Association, 7004 Lake Sterling Boulevard, Flowery Branch, GA 30542*

Agreement and payment is due on or before Friday, September 28, 2018.

Home Office Only

NNP-Looper Lake, LLC Representative

Date

Step 3 Rules

PAYMENT: Applications must be accompanied by payment in full on or before Friday, September 28, 2018.

CANCELLATION: In the event a sponsor must cancel their request for exhibit space, the rental fee paid will not be refunded after Friday, September 21, 2018. 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 or exhibit space to any company or individual whose display of goods or services is not, in the opinion of Event Management, compatible with the character and objectives of the festival.

INSURANCE: The sponsor is solely responsible for providing commercial general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from participation in event.

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

LIABILITY: Sponsor 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. Sponsor also agrees that it will name NNP-Looper Lake, LLC, NASH-Newland Group II, LLC, Newland Real Estate Group, LLC, NASH Vingt-huit, LLC, NASH Financing, LLC, Sterling on the Lake Community Association, Inc., Community Management Associates, Inc., Family Promise of Hall County, Hall County Animal Shelter and any and all of their respective parents, members, partners, subsidiaries and affiliates as additional insured parties ("Additional Insureds") on both the commercial general liability and automobile liability policies referenced above at no charge. Sponsor will be responsible for injury, loss or damage that may occur to the sponsor or to the sponsor employees or property from any cause whatsoever prior to, during, or subsequent to the period covered by the sponsor'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 sponsor shall assume the risk of any injury, loss or damage. By signing this contract, the exhibitor/sponsor hereby assumes such risk and expressly releases the organizer and Additional Insureds 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.

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. Sponsor 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 Event Management. *Activities and giveaway promotions (water, food etc.) inside booth must be included on your application AND pre-approved by Event Management.*

SET-UP: Each exhibitor will be assigned a designated exhibit space based on sponsorship level. Set-up for exhibit spaces will begin at 9:00 am Saturday, October 27, 2018. No exhibit materials should arrive prior to this time. **All exhibits must be set-up and complete by 2:00 pm.** Tents, supplies and displays may not exceed 10' x 10'. All vehicles must be moved to the designated parking lot by 2:00 p.m.

_____Initials _____Date

Step 3 Rules

BREAKDOWN / LOAD OUT: Under no circumstance 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 Event Management. Displays and exhibits may not be dismantled or packed in preparation for removal until after the official closing time 8:00 pm. **Booths must remain intact and be fully staffed until closing.**

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

HEALTH & SAFETY: Each sponsor 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 sponsor.

ELECTRICAL: There will be no electricity provided during the festival. Please plan ahead with battery powered lighting options for evening hours.

FAILURE TO HOLD FESTIVAL: Should any contingency prevent the holding of the festival; Event Management may retain such part of the sponsorship fee as shall be required to compensate it for expenses incurred up to the time such contingency shall have occurred. Any remaining sponsorship fees shall be refunded. Sponsors 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 sponsors will be advised of any such changes. Any matters not specifically covered herein are subject to decision by Event Management.

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

_____Initials _____Date





Thank you.

