



## SPONSOR INFORMATION





# SPONSOR OPPORTUNITIES

**Now is your chance to demonstrate your organization's community support and to stand out from other businesses by linking your brand to Athens' two most celebrated non-profit fundraisers!**

AthFest Educates produces two annual fundraising events. Each of these events provide unique ways for your business to reach tens of thousands of people while demonstrating active community engagement to your customers.



**82%**  
**of U.S. consumers**  
consider corporate social  
responsibility when deciding  
which products or services to  
buy and where to shop.

According to a 2013 study by Cone Communications and Echo Research,

## Two Individual Demographic Groups

AthFest and AthHalf each reach unique audience segments.

### AthFest (Annually in June)

- Encompasses multiple activities appealing to all age groups
- Showcases local talent in the music and arts
- High profile visibility in regional travel publications
- High-traffic website receives up to 30K views/mo.
- Voted Athens' Favorite Festival/Event for the past 5 years\*

### AthHalf (Annually in October)

- Targeting ages from 24 - 55 years old
- Targeting median HH incomes of 150K or more
- Aggressively marketed across multiple media outlets
- Marketed to audiences from N. Georgia to Tenn. and SC.
- Athens' premier distance running event

## Sponsor Visibility Opportunities

AthFest Educates puts a lot in to promoting these fantastic events. With those efforts come big opportunities to recognize the organizations that help make it happen! Below are some of the ways sponsors at various levels might earn a lot of visibility in return for their contributions\*\*.

MEDIA	ATHHALF IMPRESSIONS	ATHFEST IMPRESSIONS
TV Advertising	150,000	150,000
Online Radio Advertising	64,000	64,000
Social Media Sponsor Call-Outs	5,000	13,000
Print Advertising	65,000	120,000
Website Traffic (month of event and previous 60 days - 90 day total)	22,000 unique visitors	57,000 unique visitors
Billboard Advertising	150,000	150,000
<b>Total Brand Impressions Available:</b>	<b>456,000 impressions</b>	<b>554,000 impressions</b>

\*AthFest was selected by the public as winner of Flagpole Magazine's Favorite Festival/Event for the past five years.

\*\*Number of impressions is subject to change depending on each year's budgeting requirements.

## THE ATHENS, GA HALF MARATHON



**34,000**

AVERAGE YEARLY WEBSITE VISITORS

**2,800**

AVERAGE YEARLY PARTICIPANTS

**25-44**

AVERAGE PARTICIPANT AGE RANGE

**OVER 4K**

ENGAGED FACEBOOK FANS

## ATHENS PREMIER ANNUAL MUSIC AND ARTS FESTIVAL



MUSIC • ART • FILM • KIDS  
DOWNTOWN ATHENS, GA

**ATHFest**

AthFest is a multi-day music and arts festival appealing to *all age groups* through a variety of activities.

**71,000**

AVERAGE YEARLY WEBSITE VISITORS

**30,000**

AVERAGE FESTIVAL ATTENDEES

**OVER 13K**

ENGAGED FACEBOOK FANS

### AVERAGE PARTICIPANT AGE BY EVENT

**18-45**

OUTDOOR MUSIC AND ARTS EVENTS

**18-30**

CLUB CRAWL

**4-13**

KIDS FEST

TAKE ADVANTAGE OF THESE OPPORTUNITIES TODAY! CONTACT  
SPONSORSHIP SALES AT: [SPONSORS@ATHFESTEDUCATES.ORG](mailto:SPONSORS@ATHFESTEDUCATES.ORG)





## ABOUT ATHFEST EDUCATES

AthFest Educates is a 501(c)(3) nonprofit organization whose mission is to sustain and advance music and arts education for the young people in Athens-Clarke County. In order to fulfill its mission, AthFest Educates produces two annual fundraisers, the AthFest Music & Arts Festival and the AthHalf Half Marathon. The proceeds from these two events fund the organization's bi-annual grant-making efforts. Awards are issued in September and January of each academic year.

Average of **\$50,000**  
in grants distributed yearly.

Average of **6,000** youth  
benefit from Athfest Educates  
grants yearly.

**25-30** grantees  
selected each year



## CREATING AN IMPACT

AthFest has issued over \$200,000 in grants throughout the Athens community. All fourteen Clarke County School District elementary schools and four middle schools have received AthFest Educates grants.

AthFest Educates and its Board of Directors have identified its three funding priorities as:

1. music and arts equipment
2. music and arts programs and experiences
3. professional development for art and music educators and youth development specialists

“*The arts are central in the lives of our students - and who we are as a district. The impact of the arts in our schools strengthens our overall educational program and helps to define who we are.*

*-Philip D. Lanoue, Ph.D.*

*Superintendent, Clarke County School District*

