



# *Light Up Dunwoody*

November 22, 2009

## *Fact Sheet*

- Who:** Light Up Dunwoody Parade and Festival
- What:** Welcoming the Holiday Season into Dunwoody
- Where:** Dunwoody Village, Shops of Dunwoody
- When:** Sunday, November 22, 2009
- Time:** Parade steps off 4:00 p.m. (Approximate parade length – ½ mile)
- Attendance:** 3,000 (estimate for 2008)
- Entertainment:** Area school bands, choruses, dancers  
Street performers  
Santa and The Lighting of the Dunwoody Great Tree

### **Sponsor Opportunities:**

*Elite Partner*     \$2,500

*Premier Partner*     \$1,000

*Partner*     \$500

The Light Up Dunwoody Planning Committee invites neighborhood businesses to partner toward the success of the event. Sponsorships provide a unique opportunity to create added visibility and recognition for your products and services to the homeowners and residents of Dunwoody

- Presenters:** Dunwoody Homeowners Association  
Dunwoody Crier Newspapers  
Dunwoody Preservation Trust



*Dunwoody's Premiere Holiday Event*





## *Light Up Dunwoody*

November 22, 2009

The Light Up Dunwoody Planning Committee invites neighborhood businesses to partner toward the success of the event. Partnerships provide a unique opportunity to create added visibility and recognition for your products and services to the homeowners and residents of Dunwoody. There are 3 levels of partnerships available:

### Sponsor Benefits

#### ***Elite Partner – \$2,500.00***

##### *Prior to Event*

- Spotlight feature in event promotional materials,
- Posting on the Dunwoody Homeowners Association, Crier, and Dunwoody Preservation Trust websites with hyperlink to the company's website
- Posting on Light Up Dunwoody Facebook and Twitter accounts to list sponsorship
- Highlight of company logo in a minimum of three (3) promotional articles in Crier Newspaper  
*(actual number of listings depends on date of sponsorship agreement)*

##### *During event:*

- Participant in kick-off parade with banner made for you to use in the parade
- 2 - 10'x10' tents each with a 6-foot display table
- Priority Tent Location
- Promotional sign at the tent
- Company listing with logo in printed program
- Listing on Light Up Dunwoody promotion sign with Company Logo
- Recognition during DHA Presidential Presentation to audience prior to lighting ceremony



## **Premier Partner – \$1,000.00**

### *Prior to Event*

- Listing on Dunwoody Homeowners Association website with company website hyperlink
- Inclusion in promotional article in Crier Newspapers

### *During event:*

- 10'x10' tent with a 6-foot display table
- Priority Tent Location with other Premier Partners
- Single promotional sign
- Listing on Light Up Dunwoody promotion sign
- Company name listing with company logo in printed program
- Recognition during Dunwoody Homeowners Association President's presentation

## **Partner – \$500.00**

### *Prior to Event*

- Listing on Dunwoody Homeowners Association website

### *During event:*

- ½ of 10'x10' tent with a 3-foot display table
- Listing on Light Up Dunwoody promotion sign
- Company listing in printed program
- Recognition during Dunwoody Homeowners Association President's presentation

To participate in this year's event, contact:

Sharon Collins - [Sharon.Collins@cancer.org](mailto:Sharon.Collins@cancer.org) or [rlsmcollins@comcast.net](mailto:rlsmcollins@comcast.net)

Bill Grossman [bill.grossman@comcast.net](mailto:bill.grossman@comcast.net)

Please see the DHA website at [www.dunwoodyga.org](http://www.dunwoodyga.org) for additional information and sponsor commitment forms.



*Dunwoody's Premiere Holiday Event*





## *Light Up Dunwoody 2009*

November 22, 2009

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Fax Number: \_\_\_\_\_

**Partnership Level:**

\_\_\_\_ Elite Partner – \$2,500.00

\_\_\_\_ Premier Partner – \$1,000.00

\_\_\_\_ Partner – \$500.00

Please indicate Children's Event activity:

\_\_\_\_\_

**Logo & Company website:**

Please e-mail logo in .jpg format and company website link to Susan Mitchell [smmitchell@bellsouth.net](mailto:smmitchell@bellsouth.net)

**Payment:**

Check #: \_\_\_\_\_ \*

Please make check payable to:

Dunwoody Homeowners Association.  
P.O. Box 88515  
Dunwoody, GA 30356-8515

Please reference Light Up Dunwoody.

\*Full amount due by November 1, 2009

Money is non-refundable