# Sugar Hill LET'S TALK SPONSORSHIP.

THE CITY OF SUGAR HILL 2022 SPONSORSHIP OPPORTUNITIES



# CAN WE SKIP TO THE GOOD PART

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### **WELCOME**

Sugar Hill is home to "the hill where the sugar spilled," and provides entertainment, dining, and shopping experiences to all who live, work and visit one of the largest city in Gwinnett County. One glance down West Broad St., downtown's main street, and you'll find countless activities and exploration. Between exercising at the E Center's community gym, attending a sold-out concert at The Bowl, \$2 Tuesdays or a Player's Guild play at the Eagle Theatre, your Sugar Hill bucket list will continue to grow.

All of Sugar Hill's perks don't just reside in downtown, our city is home to world-class parks, a scenic golf course and the new Sugar Hill Greenway, a 16-mile trail connecting downtown to parks, neighborhoods, and greenspace through and around the city.

Inside this sponsorship package, you will find a way to become an integral part of our community in partnership with our sweet city. We encourage you to find a sponsorship level that best suits the needs of your businesses.

For questions or to set up a meeting, please contact Megan Milton at mmilton@cityofsugarhill.com or 770-945-6716. Thank you for your consideration and we are looking forward to growing Sugar Hill with you!





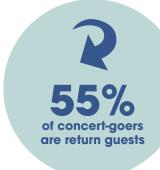


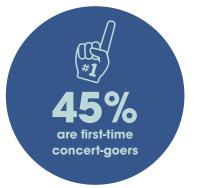
#### **TOP CITY EVENTS**

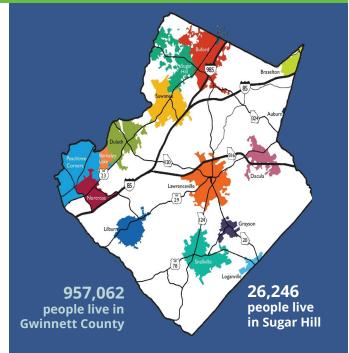
Splash Nights
Sugar Rush Artfully Festive
Sugar Hill Live On Stage

Holiday Celebration Sparks in the Park

As we dive into our 8th season, we look back at the incredible events we have hosted at our beautiful community venue: kicking off the tradition celebrating the City's 75th Anniversary with The Bacon Brothers (2014), Travis Tritt (2015), Third Eye Blind (2016), Kool & The Gang (2016), Collective Soul (2017), Josh Turner (2017), Michael Bolton (2018), Colbie Caillat (2018), Joan Jett (2019), Trace Adkins (2019), Pat Benatar (2021), and so many more.







#### **EVENT ATTENDANCE**

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1,500 - 1600 per concert



2.000

**Splash Nights** 

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5,000 Holiday Celebration

7,000 - 10,000 Sugar Rush 10,000+ Sparks in the Park



facilities where events are held and/or advertised: The Bowl, Ice Rink, The Dawn P. Gober Community Plaza with Splash Park, Greenway, Eagle Theatre, E Center, The Promenade, Veteran's Memorial, Art Gallery, and History Museum.



35 median age in Gwinnett County

36 median age in Sugar Hill

35 - 44

average range of age of concert-goers at the Bowl

#### **CONCERT TICKETS SOLD**

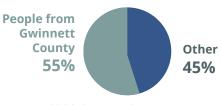
2014-17

25,000

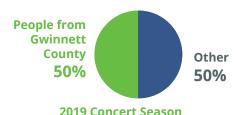
2018-21

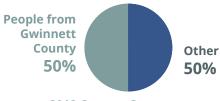
20,000

## CHOOSING MORE LOCAL OPTIONS



2021 Concert Season





2018 Concert Season



#### **OUTDOOR FACILITIES**

#### The Bowl

The Bowl brings national talent like Pat Benatar & Neil Giraldo for intimate concerts to your backyard. For 8 seasons we've been hosting sold out shows of over 1500 people.

#### Splash Park & Plaza

The Splash Park is tucked behind City Hall and borders a large outdoor plaza just above The Bowl with tables, umbrellas, and plenty of turf to spread out a picnic blanket.

#### **Ice Rink**

The Ice Rink at Sugar Hill is available every winter season from November – February. Located behind City Hall, on Dawn P. Gober Community Plaza.

#### Greenway

The new Sugar Hill Greenway, a 16.5-mile trail connecting downtown to parks, neighborhoods, and greenspaces through and around the city.



#### **INDOOR FACILITIES**

#### **Eagle Theatre**

The Eagle Theatre's architectural styling is a throwback to the early days of The City of Sugar Hill. With 406 seats, the Eagle is perfect for intimate and local performances as well as nationally touring shows.

#### **E** Center

A portion of the E Center is dedicated to retail spaces for businesses like Sweet City Smiles, Rivermill Bakery and Indio Brewing, this space also offers a community gym with basketball courts, a walking track, treadmills, and weights.

#### **Art Gallery**

The bright and airy space casts a spotlight on an eclectic mix of changeable featured works and travelling exhibitions from local and non-local artists brought to us by the work of our own Sugar Hill Arts Commission.

#### **History Museum**

Showcasing Sugar Hill's fascinating past, the History Museum offers permanent and special exhibitions of a large collection of items collected, researched, and displayed by the Sugar Hill Historic Preservation Society.

# LET'S TALK SPONSORSHIP

SPONSOR LEVEL	INVESTMENT
TITLE SPONSOR	\$40,000
DELUXE CITY SPONSOR	\$20,000
CITY SPONSOR	\$10,000
BOWL SUITE	\$5,000
COMMUNITY SPONSOR	\$3,500
ELUXE DIGITAL SPONSOR	\$2,000
DIGITAL SPONSOR	\$1,000

# ALL SPONSOR LEVELS CAN BE CUSTOMIZED TO

FIT YOUR NEEDS.

#### **Digital Sponsor**

\$200 - Logo on Sugar Hill Downtown website
\$800 - Logo on Digital Screens (including Marquee
Eagle Theatre concession TVs, and Monument)

#### \$2,000 - Deluxe Digital Sponsor

- Logo on The Bowl website with clickable ad
- Logo on LED screen at The Bowl (approx. 9' x 6') during free city-sponsored events
- Logo on banner at the Plaza May through October (~4,000 people attend)
- · Logo on the Sugar Hill Downtown website

#### \$3,500 - Community Sponsor

- Logo on City of Sugar Hill Downtown website
- Logo on LED screen at The Bowl (approx. 9' x 6') during free city-sponsored events
- Logo on banner at the Splash Park May through September (~4,000 people attend)
- (1) Social media spotlight on city Facebook page
- Vendor booth or ability to display products at Sugar Rush (~7,000 people attend)
- Vendor booth or ability to display products at Sparks in the Park (~10,000 people attend)
- Vendor booth or ability to display products at Holiday Celebration (~3,500 people attend)
- Announcement on stage during Sugar Rush, Sparks in the Park, and the Holiday Celebration

#### \$5,000 - Bowl Suite

- Yearly access to city sponsored concerts
- 10 concert tickets
- 1 preferred parking pass



#### **INTERESTED?**



#### \$10,000 - City Sponsor

- Mentions in monthly e-blasts to city subscribers regarding events
- Logo/clickable ad on City of Sugar Hill website
- Logo/clickable ad on The Bowl website
- Logo on City Hall TV monitors
- Logo on banner on HWY 20
- Logo on LED screen at The Bowl (approx. 9' x 6')
- Logo included on city event ads in local publications
- Logo on city event flyers to schools & community
- Logo on city staff t-shirts and volunteer t-shirts
- (1) Social media spotlight on city Facebook page
- Vendor booth or ability to display products at (2) concerts in The Bowl (~1,800 people attend per show)
- Vendor booth or ability to display products at Sugar Rush (~7,000 people attend)
- Vendor booth or ability to display products at Sparks in the Park (~10,000 people attend)
- Vendor booth or ability to display products at the Holiday Celebration (~3,500 people attend)
- Announcement on stage during Sugar Rush, Sparks in the Park, and the Holiday Celebration

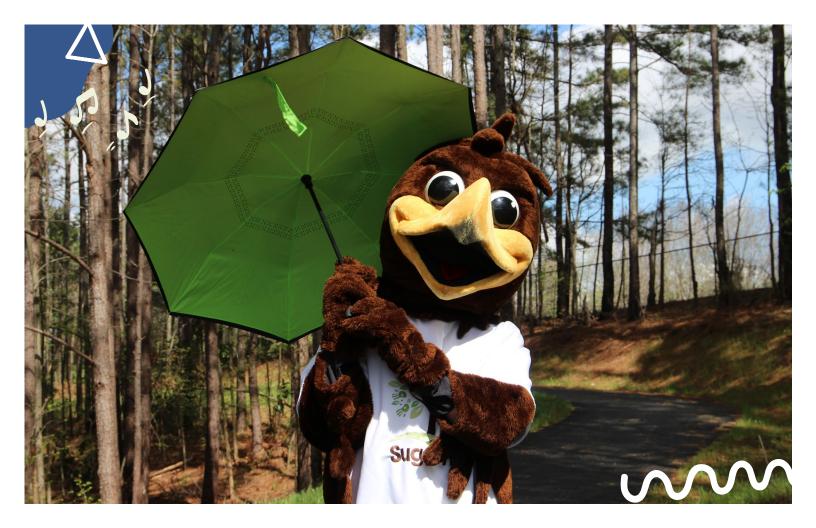
#### \$20,000 - Deluxe City Sponsor

• Inquire with staff about sponsorship options.

#### \$40,000 - Title Sponsor

Inquire with staff about sponsorship options.













// CityOfSugarHill



www.downtownsugarhill.com

## CONNECT WITH US.



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