

# PARTNERSHIP PACKAGE

October 19 & 20, 2019  
1245 Apple Valley Road



The Brookhaven Arts Festival, held each year on the 3rd weekend in October, is coordinated in part by the Brookhaven Community Foundation. The Brookhaven Arts Festival is a juried fine arts and craft festival in Atlanta's newest and fastest growing city. This outdoor weekend event attracts around 10,000 visitors and features about 140 artists from across the country, local music, children's activities, and a classic car show. The Brookhaven Community Foundation is an IRS-approved, 501 (c) (3) non-profit organization, so your sponsorship is tax-deductible.



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Our festival offers strong promotional and branding opportunities to an affluent regional demographic. Join us at one of the following partnership levels to reach a captive audience of approximately 10,000 attendees.

**PRESENTING PARTNER: \$10,000 (can be customized to meet your needs)**

- Top billing recognition as Presenting Partner.  
Your logo on a static billboard located on Peachtree Road in Brookhaven from Sep 25—October 23
- Prominent logo placement on all promotional and advertising material including, but not limited to, signage, posters, festival map, print and online ads.
- Main stage sponsor with logo on banner and live recognition announcements during festival.
- 10x10 booth space in high traffic area near MARTA entrance.
- Weekly social media posts leading to event and multiple live postings during the event.
- The ability to place items or marketing materials inside 180 artist and volunteer bags.
- Top Linked Logo placement on festival website for a full year.

**BENEFACTOR: \$5,000**

- Prominent logo placement on promotional and advertising material including signage, advertisements, festival map.
- 10x10 booth space in central area.
- Live recognition announcements during festival.
- Minimum of four social media posts leading to event, and one live posting from event.
- The ability to place items or marketing materials inside 180 artist and volunteer bags.
- Linked Logo placement on festival website for a full year.

**PATRON: \$2,500**

- Logo placement on festival map.
- 10x10 booth space.
- Minimum of two social media posts on facebook, Instagram, and twitter leading up to the event.
- Linked Logo placement on festival website for a full year.

**CURATOR: \$1,000**

- Two social media posts on facebook, Instagram, and twitter leading up to the event.
- Linked Logo placement on festival website.

**FELLOW: \$500**

- One social media post on facebook, Instagram, and twitter.

**DONATE: \$\_\_\_\_\_**

- We are happy to take donations of any amount. All donations are tax-deductible.

We are committed to working with you to provide alternative or additional benefits that suit your needs. Please contact Kelly Marsh at 678-576-7075 with any questions or concerns.

The Brookhaven Community Foundation is a 501 (c) (3 ) non-profit organization. A letter from the IRS approving our tax-exempt status can be found on the last page of this packet. Please keep this for your records.



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## PARTNERSHIP APPLICATION

Deadline for most print advertising June 1, 2019

YES! We want to join the Brookhaven Arts Festival as a partner at the following level:

- \_\_\_\_\_ Presenting Partner..... \$10,000  
\_\_\_\_\_ Benefactor..... \$5,000  
\_\_\_\_\_ Patron ..... \$2,500  
\_\_\_\_\_ Curator..... \$1,000  
\_\_\_\_\_ Fellow ..... \$500  
\_\_\_\_\_ Donate ..... \$\_\_\_\_\_

### PAYMENT OPTIONS:

\_\_\_\_\_ CHECK \*\* preferred method \*\*

*Please make checks payable to:*  
**Brookhaven Community Foundation**  
2961 Surrey Lane  
Brookhaven, GA 30341

\_\_\_\_\_ CREDIT CARD—Please note: an additional 4% charge will be applied if you pay with a credit card.

Card Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_  
Security Code: \_\_\_\_\_  
Billing Zip Code: \_\_\_\_\_  
Signature: \_\_\_\_\_

### COMPANY CONTACT INFORMATION:

Company Name (as it should appear on promotional materials): \_\_\_\_\_

Representative Name: \_\_\_\_\_

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

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

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

\*\* Please email your logo in both full color and grayscale formats to [brookhavenartfest@gmail.com](mailto:brookhavenartfest@gmail.com)  
within 24 hours of submitting payment for your sponsorship.\*\*  
Art requirements: .eps preferred, or high resolution, at 300 dpi at 100%, jpeg

Questions? Contact Kelly Marsh at 678-576-7075 or email [brookhavenartfest@gmail.com](mailto:brookhavenartfest@gmail.com).



INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAR 06 2017**

BROOKHAVEN COMMUNITY FOUNDATION INC  
2961 SURREY LANE  
BROOKHAVEN, GA 30341

Employer Identification Number:  
47-4606495  
DLN:  
17053139353026  
Contact Person:  
HERLEAN C YOUNCE ID# 31473  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
April 16, 2015  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

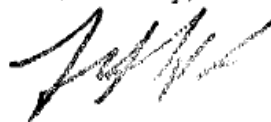
Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,



Jeffrey I. Cooper  
Director, Exempt Organizations  
Rulings and Agreements