

# 2018 PEACHFEST

WELCOME TO THE MOVEMENT



Benefitting  PIGGY BANK



## Sponsor PeachFest in 2018

PIGGY BANK / FLATIRONCITY / **AND YOU!**

PeachFest is an afternoon filled with chefs creating a series of rare tastes and culinary experiences. An annual festival that enriches our downtown Atlanta community while giving back to local charities.

### *Our Goals include:*

- To provide a new angle for the neighborhood
- To cater and develop a new audience
- To celebrate Georgia's spirit and best farmers
- To create an authentic dialogue between locals
- To discover a new Downtown Experience

Piggy Bank will join forces with regional co-chairs to bring this amazing culinary weekend to Downtown Atlanta for years to come.



## Cultural Value

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As the self-proclaimed capital of the South, Atlanta continues to be a dominant force in the national food scene, PeachFest will bring key impactful chefs from around the region to spark the conversation of living a vibrant lifestyle in historic Downtown Atlanta.

PeachFest is a non-profit festival dedicated to supporting the growth of small farms and producers in Georgia. By inviting leading industry players, sponsors, regional and national media and local gastronomes, we will empower the liaison between local influencers, property owners, employees, residents, students and visitors.

We expect to sparkle collaborative projects that can benefit our youth with a safer, more delicious food system.



## Sponsorship Breakdown

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### *"PRESENTING TITLE SPONSOR"*

Name & Logo Rights For PeachFest  
**\$25,000 and up**

### *"SPOTLIGHT" SPONSORS*

Customized Corporate & Culinary Spotlights  
**\$5,000 and up**

### *"EXPERIENTIAL NAMING RIGHTS" SPONSOR*

The Festival's Most Popular Sponsorship  
**\$2,500 and up**

### *"BARN-RAISER" SPONSORS*

In-Kind, Hosting Hotels, Silent Auction and Donors  
**\$1,000 and up**

### *"FOUNDING PARTNER"*

Year-Round Programming / National Campaign  
**\$100,000**

## NAMING RIGHTS

(\$2,500 and up)

### TASTING STATION

Company name as official name of event  
"XYZ Company" Presents....

6 Foot Table includes:

table, signage, ice, dump bucket

### MARKETING

\$2,500 Associated Media

Logo & Link on website

Logo inclusion on newsletter

### SOCIAL MEDIA

2 Tweets Posted during event

### PRESS KIT

Brand Mention in all press releases

### TICKETS

4 VIP Tickets

2 Working Badges

## SPOTLIGHT

(\$5,000 and up)

### TASTING STATION

8 Foot Table includes:

table, signage, ice, dump bucket

### MARKETING

Logo Placed in all marketing materials

Listing in Sponsor Sections

Associated Media approx. \$2,500

### WEBSITE

Logo placement on sponsor page

Link to website

### NEWSLETTER

Logo inclusion

### SOCIAL MEDIA

(15K on Twitter) 2 Mentions

(10K on Instagram) 1 Mention

(19K on FaceBook) 1 Mention

### PRESS KIT

Featured in all press releases  
based on timing

### TICKETS

6 VIP Tickets

4 Working Badges

## PRESENTING

(\$25,000 and up)

### TASTING STATION

10x10 Booth includes:

table, signage, ice, dump bucket

### MARKETING

Logo Placed in all marketing materials

Listing in Sponsor Sections

Associated Media approx. \$7,500

### WEBSITE

Logo placement on sponsor page

Link to website

### NEWSLETTER

Logo inclusion

1 Appearance (600x150 banner)

### SOCIAL MEDIA

(15K on Twitter) 3 Mention

(10K on Instagram) 2 Mention

(19K on FaceBook) 2 Mention

### PRESS KIT

Featured in all press releases  
based on timing

Description of activation in press kit

### TICKETS

10 VIP Tickets

6 Working Badges

## FOUNDING

Piggy Bank offers Charter Members the opportunity to Co-Host an annual program.

Co-hosts have direct access to media, restauranters, bar owners, celebrity chefs, sommeliers, barkeeps, suppliers, food retail and establishment owners on a national platform.

Want to learn more?



[CLICK HERE](#)

# 2018 TOUR SPONSOR VIDEO





# BIG THANKS TO OUR SPONSORS!



## Day-of Programming

Sunday, July 29th, 4-7:30 pm / Broad Street NW and Poplar Street NW

- 1 Location // 2 Keynote Speakers
- 30+ Local Chefs
- 15+ Local Barkeeps
- 30 Celebrity Judges
- 1 Silent Auction

### ***Chef Programming / Celebrating The Products'N'Peaches***

30+ top chefs celebrate local peach varieties and heritage breed pigs through cooking for charity.

### ***Co-Hosts can Title or Sponsor any Culinary Experience:***

- "The Peach & Pastry" Peach, Pig and Pastry
- "The Peach Beer Award" Search for the Best Peach Beer
- "Peach Punch Royale" Barkeep Peach & Spirit Competition
- "Peach Crudo" Peach, Crudo & Lardo Bar
- "Peach Flatbreads" Wood-Fired Pizza Showcase
- "PFT" Peach, Foie & Truffles Experience
- "Speak Peach BBQ" Panel Speakers, Pitmasters Breed Tasting
- "Peach Fest Keynote Speakers"
- "The Peach Stand" Farmer's Market Tasting
- "Stage, Music & Entertainment"
- "Peach & Paleo" and more...



## FlatironCity - Official Host

Atlanta's oldest skyscraper meets today's leading innovators.

The Flatiron Building, was completed in 1897 and is located in downtown Atlanta, Georgia, on the wedge-shaped block between Peachtree Street NE, Poplar Street NW and Broad Street NW.

As the Official Host, FlatironCity has flexibility to help grow the street-level festival under the tree canopy on Broad Street year after year.

The three-sided historic tower has been re-imagined as nextgen office space and incubator for start-up business complete with Microsoft Innovation Center and cutting-edge technology.

***The Flatiron building is protected by the city as a historic building in the Fairlie-Poplar district of downtown, and is listed in the National Register of Historic Places.***

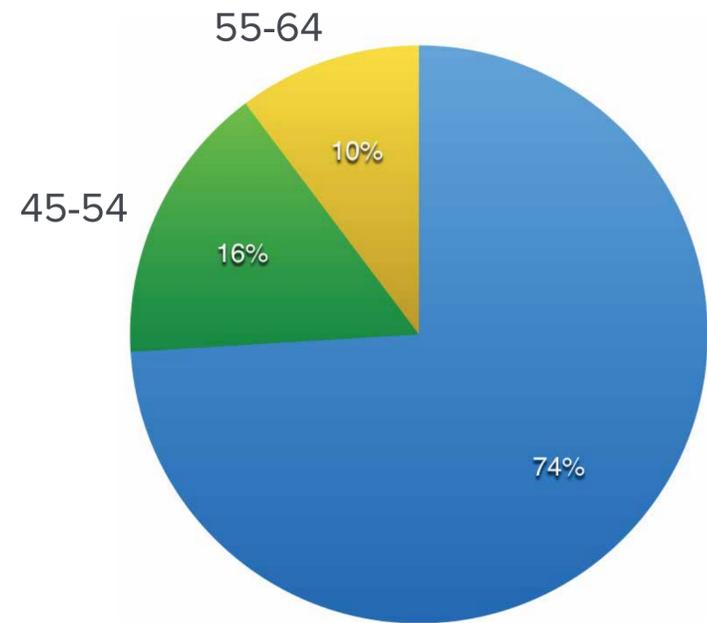


# DEMOGRAPHICS

The event will draw a powerful blend of consumers and content creators, a majority of which are millennials obsessed with social media and lifestyle experiences. Unique among all food festivals, our database reaches hundreds of industry opinion-shapers and influencers that come to share in the community whether or not they are part of the event. This means sponsors can directly reach notable restaurateurs and bar owners, celebrity chefs, sommeliers, barkeepers, suppliers, and food retail owners.

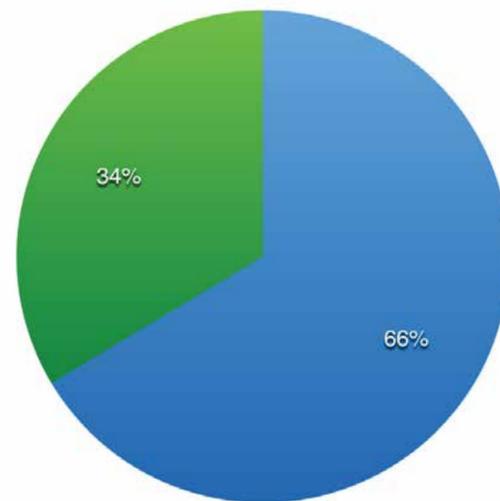
## THE DATABASE

74% Millennials - who will pay more for a product or service to support a cause



Household Incomes  
\$135K+ Annually

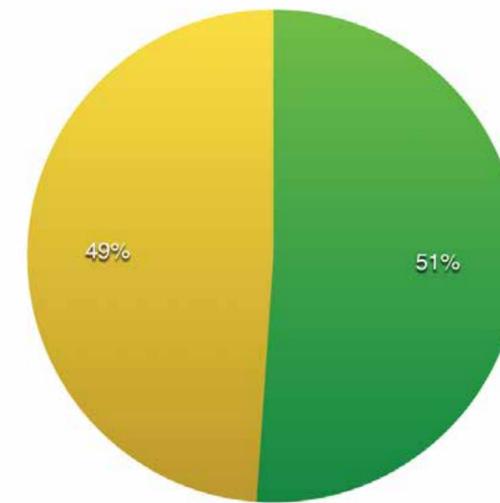
34% VIP / 66% GA  
TICKETS ARE \$100 VIP / \$55 GA



## OPINION SHAPERS AND INFLUENCERS

From the kitchen to the dining room tables, ours is a dedicated crowd that creates and leads trends, and doesn't merely follow them.

49% Industry / 50% Consumer  
1000 People Annually



Loyal, Affluent, Educated, Influential  
Supporters of Local Agriculture



## Piggy Bank - The Charity

The proceeds will help put new family farms in business.

The proceeds will benefit Piggy Bank, a Missouri farm-in-the-making that will help launch new family farms by providing heritage breed piglets and access to business plans. Piggy Bank will offer a safety net to farmers in the wake of a disaster.

By offering farmers access to a powerful database of business plans and a network of farmers without restrictions, Piggy Bank promotes a movement of Open Access Agriculture (OAA). The goal is simple: to create a foundation that will ensure family farmers have resources to run successful businesses which will clear a path for new farmers to raise safe and honest food for generations of children and cooks to come.

***We hope you become part of this legacy.***

***Watch the video / Visit the Website***

