

## AliveAfter5 2010!

We welcome you to participate in our 6<sup>th</sup> Annual AliveAfter5 (aka "AA5") event held every third Thursday from 5-9 PM during the months of **April through October**. We feature five **live bands** strategically placed at the north, the south, and in the middle of the Canton Street business community. An eclectic **trolley** carries guests from parking lots to each area of the event and encompasses Green Street and its adjacent restaurants. Five **street banners** remind all commuters and daily travelers of the event one week in advance. 350 **balloons** decorate the entire area the day of the event.

AliveAfter5 is made possible by the financial support of more than 125 Historic Roswell merchants and off-site vendors, and by 25 non-profit organizations. AA5 is delighted to again welcome **B98.5FM** as our major sponsor for 2010. We receive over \$250,000 in complimentary on-air advertising from this award-winning radio station throughout the *AliveAfter5 season and during each event*. The City of Roswell is a Co-Sponsor of the event as well. The Historic Roswell Merchants Association and the Roswell Convention and Visitors Bureau are also on board as two key financial sponsors.

### CONDITIONS OF SPONSORSHIP, PARTICIPATION, & LIABILITY WAIVERS

Sponsorships	Historic Roswell Merchant ("Storefront") \$195.00	Outside Vendor ("Outside") \$295.00	Non-Profit Organization ("Non-profit") \$75.00
<b>SPONSORSHIPS ARE FOR THE ENTIRE 2010 SEASON (APRIL–OCTOBER). SPONSORSHIPS WILL NOT BE PRORATED.</b>			
<b>Sponsorship Benefits</b>	<ul style="list-style-type: none"> <li>• Historic Roswell Merchants are invited to extend store hours, open their doors, and enjoy the fun.</li> <li>• Outside vendors are invited to set up a table or tent in a pre-designated location for each event. All outside locations will be designated by the AA5 committee.</li> <li>• Listing on AliveAfter5 website, <a href="http://www.aliveafterfiveroswell.com">www.aliveafterfiveroswell.com</a></li> <li>• Listing on AliveAfter5 PDF-postcard graphic to be distributed to all sponsors for their own printing and marketing needs.</li> <li>• Opportunities to offer gift certificates to B98.5FM for marketing throughout the AliveAfter5 season</li> </ul>		
<b>Sponsorship Deadlines</b>	<ul style="list-style-type: none"> <li>• Storefront merchants, outside vendors, and non-profits are asked to <b>pay by Friday, March 19</b>.</li> <li>• If desired, returning outside vendors can have previous year's location if payment is received by March 19. After March 19, 2010, payment will not guarantee previous location.</li> <li>• Sponsors who do not pay by March 19 will be removed from the web site until payment is received and will not be included on the PDF-AA5 postcard graphic.</li> </ul>		
<b>After March 19</b>	<ul style="list-style-type: none"> <li>• We will continue to accept sponsors after March 19, 2010. Outside vendors and non-profits will be accepted until we run out of sponsorship table/tent locations. Prices are not prorated.</li> </ul>		
<b>ALCOHOLIC BEVERAGES</b>	<ul style="list-style-type: none"> <li>• <u>Alcoholic Beverages may not be served, sold, or tasted from Outside Vendors or Non-profits. Any infraction of this regulation will result in forfeiture of the remainder of the sponsorship and sponsor will not be allowed to participate in the remainder of the AliveAfter5 year.</u></li> <li>• <u>Historic Roswell Merchants may not allow event guests to leave its premises with alcohol of any kind. There will be security on hand each night at AliveAfter5 to insure that AliveAfter5 remains a Family-Friendly event.</u></li> </ul>		
<b>Sub-letting Sponsorships</b>	<ul style="list-style-type: none"> <li>• Outside vendors and non-profits may not sub-let their locations to other vendors. All on-site vendors must be paying sponsors of AliveAfter5.</li> </ul>		
<b>Sponsor Set-up and Parking</b>	<ul style="list-style-type: none"> <li>• All outside vendors and non-profit s should be set up by 4:45 and taken down by 9:30pm. You are responsible for removal of any trash in your location.</li> <li>• Sponsors may park close to their location for set up, but must move vehicle to a more remote parking place to leave room for event guests.</li> </ul>		
<b>Event Trash Removal</b>	<ul style="list-style-type: none"> <li>• Trash receptacles will be placed along Canton Street for AliveAfter5. Trash receptacles will be picked up by Friday mid-day.</li> <li>• All trash is the sponsor's responsibility at the end of each evening. If trash is not collected, the sponsor will forfeit the rest of the sponsorship and will not be allowed to participate in the event.</li> </ul>		
<b>Event Emergencies and Security</b>	<ul style="list-style-type: none"> <li>• Security will be on site each evening. If you have or see any issues, call 911 or 770-993-4100 (Roswell Police non-emergency line).</li> <li>• Participants will be provided each month via email with the cell phone numbers of the security men on site. We want to keep AliveAfter5 a family-friendly event and want all of our sponsors to be safe.</li> </ul>		

APPLICATION, SIGNATURES and ACKNOWLEDGEMENTS on FOLLOWING PAGE



# 2010 ALIVE AFTER 5 SPONSORSHIP APPLICATION

## EXPLANATION OF TERMS USED IN THIS APPLICATION

**Sponsor/Sponsorship** .. A storefront business, outdoor vendor, and/or nonprofit organization who has paid their respective fee(s) in order to participate in AliveAfter5 events.

**Rep/Representative** .. The contact person for any Sponsor participating in AliveAfter5. This contact person must be able to answer questions and make decisions on behalf of the participating sponsor.

**Storefront Merchant** .. Any merchant who has a store-front business located within the AA5 boundaries.

**Outside Vendor** .. An approved, fee-paid, legal business setting up out of doors in a pre-designated space for AliveAfter5.

**Nonprofit Organization** .. An approved, fee-paid, not-for-profit, 501(c)3 organization setting up out of doors in a pre-designated space for AliveAfter5.

SPONSOR NAME		<b>SPONSORSHIP SELECT ONE</b>	
ADDRESS			
CITY,ST,ZIP		STOREFRONT	\$195.
PHONE		OUTSIDE	\$295.
EMAIL		NONPROFIT	\$ 75.
WEB SITE		<b>SPONSOR TYPE SELECT ONE</b>	
SPONSOR REP		RETAIL	
REP PHONE		RESTAURANT	
REP EMAIL		GALLERY	
<b>E-MAIL YOUR LOGO/IMAGE TO</b> <a href="mailto:CMOOREART@ONLINEFILEFOLDER.COM">CMOOREART@ONLINEFILEFOLDER.COM</a> IF NO ARTWORK IS FURNISHED, your web site entry will reflect the 2010 AliveAfter5 logo.		NONPROFIT	
		SERVICE	
		OTHER (list)	
Give a <u>25-word-or-less</u> description of your business for the AA5 web site.			
List any specials offered during AA5			

PAYMENT	
CHECK	
CASH	
CREDIT CARD	Call Sally at 770 891 6630 to process your transaction
PAID IN ANVANCE	

SIGNATURES	
I have read, understand and agree to all conditions of sponsorship.	
FOR THE SPONSOR	Date _____
_____	_____
Print Name	
FOR <b>AliveAfter5</b>	Date _____
_____	_____
Print Name	

MAIL YOUR COMPLETED APPLICATION WITH PAYMENT TO: **SALLY JOHNSON, C/O THE CHANDLERY, 950 CANTON STREET, ROSWELL, GA 30075.** DON'T FORGET TO EMAIL YOUR LOGO TO THE ABOVE EMAIL ADDRESS. **ALL APPLICATIONS WILL BE ANSWERED. APPROVED SPONSORS WILL RECEIVE CONFIRMATION LETTER & LOCATION MAP.** Any rejected application will be returned and no charges will be incurred.

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FROM	REC'D
NEW	EXISTING
*	*
RECORD #	
Edit/Add /Process Database	
Edit/Add/Process Art Work	
Ready to Upload	
Posted to Web Site	