



# Duluth FALL FESTIVAL SPONSORSHIP

## *Last Weekend in September*

- September 28 & 29, 2019
- Free Admission
- Free Parking
- Free Shuttles
- In the streets of Historic Downtown Duluth
- Rain or Shine

*Duluth Fall Festival*  
**CONCERT**  
**SATURDAY NIGHT...**  
**SEPTEMBER 14th**

**PLUS**  
GOLD MEDAL SHOWS  
**CARNIVAL**  
THURSDAY-SUNDAY  
*Fun for the whole family!*

## Schedule of Events

### **Friday**

T-Shirts, Vendor Setup, Community Lunch  
5:00-8:00PM Some Festival Food Vendors Open

### **Saturday**

9:00 AM Booths Open  
10:00 AM Festival Parade  
11:30 AM Opening Ceremony  
12:30 PM Music & Entertainment Begins  
7:00 PM Booths Close for the Day

### **Sunday**

8:00 AM 5K Road Race  
9:00 AM Booths Open  
10:00 AM Worship on the Green  
12:00 PM Music & Entertainment Begins  
5:00 PM Festival Ends

**For More Information:**  
[duluthfallfestival.org](http://duluthfallfestival.org)



# HISTORY AND PURPOSE

## of the Duluth Fall Festival

In the spring of 1962 Duluth held its very first festival with a five-week celebration of the history of the town. In 1976, the centennial of Duluth's Charter and the bicentennial of our nation, were celebrated with another spring festival. Out of these two events evolved the Duluth Fall Festival in 1983. It has been an annual event ever since, getting bigger and better every year.

The Duluth Fall Festival is one of the most successful festivals in the entire state, and in 2018 again won best Festival in Gwinnett and earlier had won Best Festival in the Southeast. It is the largest festival in the Southeast that has no paid staff, and is run completely by volunteers, numbering almost 400. There is no admission charge, and crowds are estimated at 80,000 over the weekend. Citizens of Duluth and the surrounding area look forward to this event all year long.

Saturday morning starts with a huge parade (more than 2500 participants) through Downtown Duluth. The parade is followed by the opening ceremony on the Festival Center stage that honors major sponsors and other dignitaries. Following this, the Festival Center and Parsons Alley stages host continuous entertainment throughout the weekend.

But the heart of the Festival is found in the streets of Duluth and on the Town Green, with almost 400 arts & crafts, sponsor, and food booths. Every imaginable item is for sale, to sample, or just to enjoy looking at. Additional activities include a professional carnival featuring rides and games, Kid's Korner, and even a Man's Corner.

Sunday morning kicks off with the annual Festival 5K Road Race a qualifier for the Peachtree. At 10:00, a community worship service is held on the Town Green. Then, fun, food, arts & crafts, and entertainment take over again until the Festival ends at 5:00.

Although the Festival lasts for only two days, planning is year-round. Other activities include monthly meetings, monthly Festival Nights Out, community workdays, etc. Festival events include Taste of Duluth at the Payne-Corley House, sponsor events at the Festival Center, a sponsor/volunteer luncheon, the Festival concert, the volunteer Christmas party, and various other social events.

Since the very beginning, proceeds have always gone to the beautification and improvement of Downtown Duluth. The Festival has financed many projects, including the acquisition of Taylor Park, building renovations, landscaping, lighting, park restrooms, courtyards, etc. The most ambitious undertaking was the building of the Festival Center, an event facility on the Town Green. Additionally, the Festival funded an impressive entrance into Taylor Park, an Eastern Continental Divide monument, various art objects, donated funds for the Red Clay building, a \$250,000 upgrade to Parsons Alley, and much more. Festival donations to Downtown Duluth through the years are now more than three million dollars! We appreciate and treasure our sponsors, who have helped make all of this possible.

The Duluth Fall Festival is composed of a group of people whose common bond is a love of Duluth. All agree that the donations made, the areas that have been beautified, and even Taylor Park and the Festival Center itself, are just the beginning of the difference the Festival has made. It has given new residents and natives a chance to work together and become friends. Because of the Festival people have grown to love Duluth more and consider it their home. The Duluth Fall Festival, more than anything else, has kept the wonderful small town spirit of Duluth alive.

2016 Mosaic in Parsons Alley





# SPONSOR LEVEL BENEFITS

## **KEYSTONE: \$10,000 and up** **Receives everything below - Plus** **Primary listing everywhere**

### **CORNERSTONE: \$5,000**

- ◆ *Special* recognition at all DFF events
- ◆ Your Logo on Official DFF T-shirts (over 1,000 distributed)
- ◆ *Special* Recognition on stage at Opening Ceremony
- ◆ Booth Space (10' x 10') for both days
- ◆ *Primary* listing on DFF Official Sponsor Board one year
- ◆ *Primary* listing in all Festival publications
- ◆ Invitation for eight to the Taste of Duluth
- ◆ Eight Official Festival T-shirts
- ◆ Link on the DFF website to your business for one year

### **SPECIAL SPONSORSHIPS: \$5,000**

Arts & Crafts	Food Court	Parsons Alley
Community Lunch	General Store	Road Race 5K
Concert	Golf Carts	Taste of Duluth
Decorations	Man's Corner	
Entertainment	Parade	

- ◆ Signage at the event or area that you sponsor
- ◆ Special recognition at all DFF events
- ◆ Your Logo on Official DFF T-shirts (over 1,000 distributed)
- ◆ Recognition on stage at Opening Ceremony
- ◆ Booth Space (10' x 10') for both days
- ◆ Major listing on DFF Official Sponsor Board one year
- ◆ Major listing in special section of Gwinnett Daily Post
- ◆ Invitation for six to the Taste of Duluth
- ◆ Six Official Festival T-shirts
- ◆ Link on the DFF website to your business for one year
- ◆ Invitation to and recognition at DFF events

### **PLATINUM: \$3,000**

- ◆ Your Logo on Official DFF T-shirts (over 1,000 distributed)
- ◆ Recognition on stage at Opening Ceremony
- ◆ Booth Space (10' x 10') for both days
- ◆ One year listing on DFF Official Sponsor Board
- ◆ Listed in special section of Gwinnett Daily Post
- ◆ Invitation for four to the Taste of Duluth
- ◆ Four Official Festival T-shirts
- ◆ Link on the DFF website to your business for one year
- ◆ Invitation to and recognition at DFF events

### **EMERALD: \$2,000**

- ◆ Recognition on stage at Opening Ceremony
- ◆ Booth Space (10' x 10') for both days
- ◆ One year listing on DFF Official Sponsor Board
- ◆ Listed in special section of Gwinnett Daily Post
- ◆ Invitation for four to the Taste of Duluth
- ◆ Four Official Festival T-shirts
- ◆ Link on the DFF website to your business for one year
- ◆ Invitation to and recognition at DFF events

### **DIAMOND PLUS: \$1,700**

- ◆ Booth Space (10' x 10') for both days
- ◆ One year listing on DFF Official Sponsor Board
- ◆ Listed in special section of Gwinnett Daily Post
- ◆ Invitation for two to the Taste of Duluth
- ◆ Two Official Festival T-shirts
- ◆ Link on the DFF website to your business for one year
- ◆ Invitation to and recognition at DFF events

### **DIAMOND (booth only): \$1,600**

### **GOLD: \$1,000**

- ◆ One year listing on DFF Official Sponsor Board
- ◆ Listed in special section of Gwinnett Daily Post
- ◆ Brochure space available in Information Booth
- ◆ Invitation for two to the Taste of Duluth
- ◆ Two Official Festival T-shirts
- ◆ Link on the DFF website to your business for one year
- ◆ Invitation to and recognition at DFF events

### **SILVER: \$500**

- ◆ Link on the DFF website to your business for one year
- ◆ Brochure space available in Information Booth
- ◆ Listed in special section of Gwinnett Daily Post
- ◆ Invitation for two to the Taste of Duluth
- ◆ Two Official Festival T-shirts
- ◆ Invitation to and recognition at DFF events

### **Friends of the Festival**

#### **(for Individual Donors): \$250**

- ◆ Annual Special Event for Friends
- ◆ Invitation for two to the Taste of Duluth
- ◆ Listed in special section of Gwinnett Daily Post
- ◆ Two additional Official Festival T-shirts
- ◆ Name listed on the DFF website
- ◆ Invitation to and recognition at DFF events

**Non-Profits may take a 20% Discount**



# THANK YOU SPONSORS!

The Fall Festival Committee would like to thank past, present, and future Sponsors. You have made the accomplishments in Downtown Duluth possible and help to make our current and future dreams a reality.

Proceeds from the Duluth Fall Festival are always used for the development and beautification of Downtown Duluth. Through the years, the Festival has donated more than \$3 million for this purpose.

The land, building, enhancements and projects achieved are for community use now, as well as for the enjoyment of future generations.



Please join us for  
**Taste of Duluth**  
Thursday, September 19  
at the Payne-Corley House



For More Information:  
[duluthfallfestival.org](http://duluthfallfestival.org)

Duluth Fall Festival, Inc. is a non-profit 501(c)3 organization. All donations to Duluth Fall Festival are tax deductible. Tax ID #58-2131799

## To Contact Us:

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***Always the very last weekend in September***

