

Duluth FALL FESTIVAL



SPONSORSHIP

Last Weekend in September

- Free Admission
 - Free Parking
 - Free Shuttles
 - In the streets of Historic Downtown Duluth
 - Rain or Shine
- 

TASTE OF DULUTH

Top Sponsor Event
Payne-Corley House



FESTIVAL CONCERT

Duluth Festival Center

**BOTH in
SEPTEMBER!**



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

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

5:00 PM Festival Ends



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. In 1983 out of these two events evolved the Duluth Fall Festival. It has been an annual event every year until 2020 when we were forced to cancel because of COVID-19.

The Duluth Fall Festival is one of the most successful festivals in the entire state! Many times it has won best Festival in Gwinnett. It has been chosen as Best Festival in the entire Southeast and is the largest one that has no paid staff. *Country Living* Magazine named Duluth Fall Festival as 5th Best Festival in the entire nation. It is run completely by volunteers, numbering about 600.

Saturday morning starts with a huge parade (more than 3000 participants) through Downtown Duluth. The parade is followed by the opening ceremony on the Festival Center stage which honors major sponsors and other dignitaries. Following this, the Festival Center and the Parsons Alley stage host continuous entertainment throughout the weekend.

However, the heart of the Festival is found in the streets of Duluth and on the Town Green, with over 300 arts & crafts, sponsor, and food booths. Every imaginable item is for sale, to sample, or just to enjoy looking at. Additional activities include Duluth Depot, all sorts of food and, for the first time this year, Tailgate Central.

Sunday 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 actual Festival lasts for only two days,

planning is year-round. Other activities include monthly meetings, monthly Festival Nights Out, community workdays, group committee meetings, etc. Festival events include Taste of Duluth at the Payne-Corley House, sponsor events at the Festival Center, a sponsor/volunteer luncheon, a Sponsor Dinner at Dreamland, 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, a \$250,000 upgrade to the parking area which serves as the Festival Food Court, an Eastern Continental Divide monument, various art objects, funds for improvement of the Red Clay building, build-out of Parsons Alley, and much more. Festival donations for 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 to Duluth. 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 own hometown. The Duluth Fall Festival, more than anything else, has kept alive the wonderful small town spirit of Duluth.

Jennifer Freeman

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 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	Entertainment	Parsons Alley
Community Lunch	Food Court	Shuttle Service
Decorations	Golf Carts	Tailgate Central
Duluth Depot	Parade	Taste of Duluth

- ◆ Signage at the event or area 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 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
- ◆ 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
- ◆ 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
- ◆ 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

- ◆ 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

20% Discount for Non-Profits

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 given tens of thousands of volunteer hours, plus donated more than Three Million Dollars for this purpose. The land, building enhancements and projects achieved are for community use now, as well as for the enjoyment of future generations.



**Festival donated \$1/4 million
for Parsons Alley Enhancements**



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

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For More Information:
duluthfallfestival.org

Always the very last weekend in September

