

# 2016 Wild Rumpus Sponsorship Guide

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Wild Rumpus VIII | Athens, GA | Oct. 28-29, 2016



# Welcome

It's time for the 8th Annual WILD RUMPUS PARADE & SPECTACLE!

Athens, GA's signature Halloween event, **THE WILD RUMPUS**, now draws MULTIPLE THOUSANDS of good people to the streets in October every year, Participants and Spectators alike having the time of their lives!!! Year after year, the Rumpus grows by leaps and bounds as it unites our beloved city in celebration.

*"Here in Athens, Halloween is the biggest holiday of the year... The centerpiece of it all is the Wild Rumpus Parade & Spectacle downtown."*

-Flagpole Magazine

*"This parade is considered one of the best Halloween parades in the country."*

-Athens Banner-Herald

*"Wild Rumpus parade goers are clad in anything and everything. The amount of creativity flowing through Athens is incredible."*

-The Red and Black

*"An amazingly interactive Halloween activity in one of America's most exciting college towns."*

-[blog.exploregeorgia.org](http://blog.exploregeorgia.org)

**This year, the event is on Friday and Saturday, October 28-29**, with features that include the Giant WILD RUMPUS PARADE, the After Party at GEORGIA THEATRE, the Monster Mash Halloween Event for families at THE FOUNDRY, the Pre-Party at LIVE WIRE ATHENS, and much more.

*In 2016, the Wild Rumpus has chosen for its Partner Non-Profit, **Georgia River Network**... Please take a look at their letter and materials in this packet to learn about all they do for our community and environment in Georgia!!! The funds you contribute today will support their efforts to protect one of our most VITAL resources... our water.*

I am honored to report that in 2015, we made our **biggest donation** to our charity to date... a whopping 40% increase over the previous year's gift. (Our 2015 Partner, *Community Connection*, was thrilled!) Help us smash our own best in 2016 with a huge gift to the fabulously worthy **Georgia River Network**!

We've created a new tradition together, and it's quickly become one of our town's favorite nights of the year. The Rumpus needs your involvement to make it happen again... Let's make it shine bright in 2016!!!

Yours truly,

**TIMI CONLEY**

Timi Conley

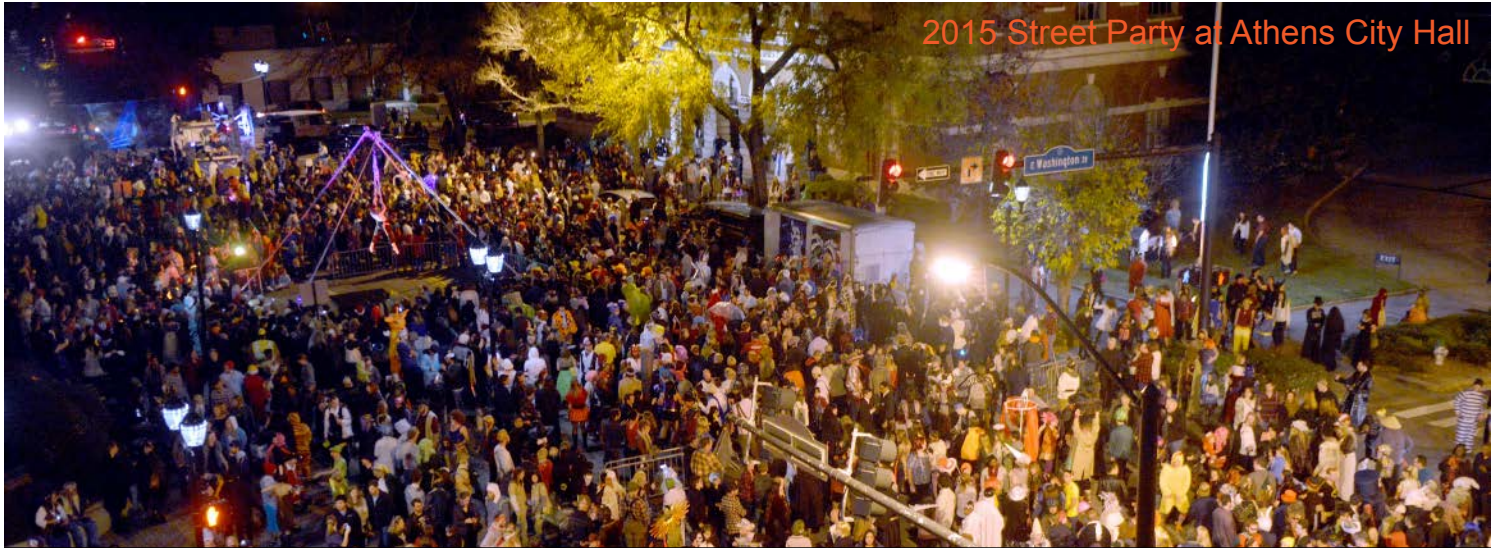
Wild Rumpus Director / Master of Ceremonies





# Who We Are

## Athens, GA's Largest Participation Event



2015 Street Party at Athens City Hall

The Wild Rumpus is a massive Everyone-Invited event for Halloween. It features a super fun kids' "Monster Mash", an exciting "Pre-Party" meet-up celebration, the **PARADE**- a giant romp through the streets of downtown Athens, a wild and swirling "Street Dance Party", and a rocking "After-Party" concert. The Rumpus is the REAL Athens- the funky, hip, creative, friendly Athens at the peak of its exuberant best.

## Mission

A Major Regional, National, International Event

 Performance and Artistic Opportunities

 Inclusive Participation

 Family Fun

 Fostering Creativity

 Giving Back to the Community





# Sponsorship Options

## DOUBLE DIAMOND / TRIPLE DIAMOND \$2000 - 3000 +

DIAMOND LEVEL  
\$1000 - 1999

PLATINUM LEVEL  
\$500 - 999

GOLD LEVEL  
\$250 - 499

SILVER LEVEL  
\$100 - 249

As a Sponsor at **Silver Level** or above, you'll receive\*:

- Your name on promotional merchandise such as special Rumpus T-shirts and Tote Bags
- Your name or logo on printed materials such as posters and newspaper ads
- Your name or logo shown on the wildrumpus.org Sponsor Page
- Your name or logo featured in online ads or promotions
- Your logo printed on banners at the Monster Mash, Pre-Party, and After-Party Events

**Gold Level** and above will also receive:

- Unique social media acknowledgements including facebook Official Event and Community Pages

**Platinum Level** and above will also receive:

- Additional facebook and instagram placements for your brand, business or cause
- Your own custom color banner at the Rumpus

**Diamond Level** and above will also receive:

- Your name will receive mention in all official written press (where possible), online press, and radio interviews
- Your will receive thanks in the Official Wild Rumpus 2016 Essential Info, FAQ's and Sponsor Shout-Outs Video
- Your own page at wildrumpus.org, highlighting your brand and involvement

**Double and Triple Diamond** Sponsors will also receive:

- A **Permanent, Unique Wild Rumpus Royal Name and Title** and a **Wild Rumpus Trophy** for all Wild Things, the whole world over, to see

\*The larger your donation, the larger your name or logo will appear.

NOTE: In-Kind Donations receive the benefits of the dollar value represented.

NOTE: All donations are welcome and no dollar amount is too small.



# Title and Partner Sponsors

## NAMING RIGHTS TITLE SPONSORSHIP

- Your brand name attached to the name of an event:
- Official Monster Mash Sponsor
  - Official Pre-Party Sponsor
  - Official After-Party Sponsor

## OFFICIAL SPONSOR

Align yourself with your target audience by sponsoring specific creative areas:

- Official Art Sponsor
- Official Performance Sponsor
- Official Music Sponsor
- Official Tech Sponsor

## CO-BRANDING

The Wild Rumpus can work with you to license the festival name for a specific product.

## LOGO PLACEMENT

A wide range of circulated materials provide placement opportunities:

- Entrance & Stage Banners
- Merchandise (Posters, T-Shirts)
  - Promotional Fliers
- Print and website Ads
- Email and Social Media

## PARADE OR EVENT FEATURE

- Designated tents or booths in concentrated areas of Rumpus events
- Sponsor a ride or activity

Think big. GO big. Partner packages can be tailored to meet many product or promotional needs. Let us know what your goals are and we will make it happen together.



Download the "Wild Rumpus Partner Guide" at [wildrumpus.org](http://wildrumpus.org) for more Title Sponsorship and Partner ideas.

**The Wild Rumpus** is one of the most captured and photographed events of the entire year in Athens. Title Sponsors will have a sizable reach with the volume of social shares it generates. Staff photographers and videographers document the parade in its entirety, tagging and water-marking photos and videos with Title Sponsor or Partner graphics.





# Other Ways to Help

The Wild Rumpus is also made possible by vitally important in-kind donations and volunteering of time and services. If you can volunteer or donate in these ways, please call or email us to let us know how you would like to help!

## Promotional

- Ads: Newspaper, magazine or internet ad space
- Supplies: T-shirt printing, banners, promotional material, posters
- Promotional volunteers: To distribute posters before-hand, fundraising

## Parade

- Supplies: Art materials for parade, wood, paint, hardware, etc.
- Parade volunteers: Stage production crew, brigade leaders, bands
- Entertainment organizers, general volunteers

## Kids' Show

- Arts and Crafts supplies
- Haunted House
- Instrument Making
- Kids Performances
- Volunteers for setup, running activities and cleanup!

## After-Party

- Supplies: Decorations, balloons, streamers, lights, fog machines, etc.
- Volunteers: Set-up, break-down, cleanup

Cut here and include with your donation

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Name/Organiza-

tion: \_\_\_\_\_

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

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

Mailing

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

Physical

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

Donation amount: \_\_\_\_\_ Circle:    check    cash

I am able to donate other services or supplies- Please describe:



OR USE THE INTERNET by "sending money" via [www.paypal.com](http://www.paypal.com) to email address [wildrumpus13@gmail.com](mailto:wildrumpus13@gmail.com), or click the DONATE button at [www.wildrumpus.org](http://www.wildrumpus.org).

Thank you!



# Thank You

We look forward to your involvement in 2016!



There is no cutoff date to sponsor...

However, the event has deadlines fast approaching. With that in mind, early donations enable the best plans to move forward, giving Athens the best celebration possible.

## How will my contribution be used?

The Wild Rumpus works with Athens-Clarke County officials to ensure a smooth and safe night for all participants. Your contribution helps offset the costs incurred for city permits, street closures, insurance, and off-duty police to manage traffic flow.

Additionally, your generous contribution directly equates to real-world opportunities for Athens' Art and Music Community, in the way of paid commissions and performances.

Perhaps most importantly, all additional proceeds will be donated to the event's partner non-profit.

## MAKE YOUR CONTRIBUTION

Write your check to "Wild Rumpus" and fill out the sponsorship slip provided with this packet. You may also "send money" electronically via [www.paypal.com](http://www.paypal.com) to email address:

[wildrumpus13@gmail.com](mailto:wildrumpus13@gmail.com).

We can also arrange to pick up your physical donation, cash contribution or other form of goods or services.

\*A receipt for your tax-deductable donation will be sent after it is processed.

Contact us at  
[wildrumpus13@gmail.com](mailto:wildrumpus13@gmail.com) or  
706-372-1753 to make arrangements.

**THANK YOU!**



March, 2016

Dear Wild Rumpus Sponsors,

We are so excited to be the beneficiary of Wild Rumpus 2016!!! I want to introduce you to Georgia River Network so you know how your sponsorship dollars will be put to use.

We protect the waters we need and the rivers we love. Georgia River Network is a statewide non-profit river conservation organization working to ensure a clean water legacy by engaging and empowering Georgians to protect, restore, and enjoy our rivers from the mountains to the coast. We introduce people of all ages and from all backgrounds to the importance of Georgia's rivers and to river protection activities through workshops, trips, online resources, our water trails program and more. We further empower citizens and river groups with tools for river protection and advocate at the statewide level for clean water. We all need clean water and healthy rivers.



In Athens, we have provided support to the Upper Oconee Watershed Network (the local watershed group watching over the Oconee river), hosted paddle trips, organized a river cleanup and invasive species pull along the river, supported the efforts for a water trail and more. Our office is located at the corner of Milledge and Broad just across from the Varsity.

Interested in getting involved and joining efforts to protect rivers? You can learn more about Georgia River Network at [www.garivers.org](http://www.garivers.org). Have you always wanted to explore the Oconee River south of Athens? I invite you to join us on September 17-18 for a paddle and campout on the Lower Oconee river! Interested in taking action on water issues in Georgia? Sign up for action alerts through <http://www.protectgeorgia.org>. In addition to sponsoring the Rumpus, please also consider becoming a member of Georgia River Network by clicking the red donate button when you visit our home page.

I look forward to rumpusing with you!

Sincerely,

A handwritten signature in cursive script that reads "Dana Skelton".

Dana Skelton, Executive Director



*The Wild Rumpus Parade & Spectacle is a public, Not-For-Profit event that takes place in Athens, GA and is open to All.*

*The Event is grass-roots-funded by businesses and individuals who desire to see the community thrive, reach a wide audience and be recognized for their contributions, and support a very worthwhile Athens 501c3 charity in the process. The Wild Rumpus brings thousands to the streets of Downtown Athens to participate and spectate, and is now in it's eighth year.*



## 2015 SPONSORS



The Hanmer Family - TSAV - Flagpole Magazine

Amici Italian Cafe - The Grill - Old Guard Graphics - DePalma's Italian Cafe - Terrapin Beer - Ruby Sue Graphics- Jay Braver Digital Marketing - Creature Comforts Brewery

MTI Baths - Plato's Closet - Flying Mule Films - Hodgson's Pharmacy - Barberitos - Canopy Studio - Kumquat Mae - Clarke County Mentor Program - Jittery Joe's Coffee - Bike Is The Answer - Big City Bread - RL Hodnett Photography - Barron's Rental

The National - Hendershot's Coffee Bar - Law Offices of Eric Krasle - House Electric - Taziki's - Tinfish Gifts - Flicker Bar - Bel-Jean Copies - "Anonymous" - Sexy Suz Gifts - Joan Clifford - The Stewart Clinic - Olivia, Kat and Jerry Daniel - The 5 & 10 - ASAP Glenn Co..

Kevin and Mary Frances O'Neil - Amy Tobin - Hot House Growers - Cillies Clothing

## Contact

Make a Donation, Ask a Question, Volunteer Your Time, or Get in Touch by phone or email:

**Timi Conley, Master of Ceremonies**

email: [wildrumpus13@gmail.com](mailto:wildrumpus13@gmail.com)

phone: 706-372-1753

[www.wildrumpus.org](http://www.wildrumpus.org)

