

CHOMP & STOMP

Sponsorship Opportunities

21ST ANNUAL

Chili Cook-off & Music Festival
Cabbagetown, Atlanta

November 2nd, 2024
@chompandstomp

Contact

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"Having been a sponsor for several previous festivals, we have seen tremendous results by doing so. The exposure we receive from the event connects us to our community and expands our brand to tens of thousands of our neighbors. Chomp & Stomp sponsorship has been one of the top reasons for our continued business success."

Milltown Tavern

Event Overview

In the heart of Atlanta, Cabbagetown has become a progressive leader and innovative pioneer when it comes to arts & culture. Honoring its history as *a little bit of country in the big city*, this festival is a tribute to old time string instruments while evolving to a variety of sounds & styles on six rockin' stages. As an in-town fall favorite event for affluent millennials, the BeltLine funnels over 30,000 attendees that are welcomed to Romp, Chomp, & Stomp.

Proceeds from sponsorships fund the Cabbagetown Initiative, a 501(c)3 organization dedicated to neighborhood initiatives. We work to create true value and a community connection for our sponsors, welcoming customized on-site activation and vendor options to meet your budget and marketing objectives.

The event features:

- Restaurant & Amateur Chili Competitions
 - Six Music Stages
 - Artist Market
 - Food Vendors
 - Kid's Area
 - 5K Run, "Romp"
 - Games
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CABBAGETOWN

est.  1881

Cabbagetown, Georgia is an historic neighborhood (listed on the U.S. National Register of Historic Places) and one of Atlanta’s oldest industrial settlements.

The **Cabbagetown Initiative** Community Development Corporation (CICDC) is a 501(c) 3 non-profit corporation. The CICDC (also known as “CI”) was established by the Cabbagetown Neighborhood Improvement Association in 1999 to oversee the creation of a park in the heart of Cabbagetown. The Cabbagetown community has created an inviting, shared green space that promises to enhance the quality of life in the Cabbagetown community.

The CICDC manages Chomp and Stomp, as well as Forward Warrior, Cabbagetown’s public art installation on Wylie Street, and the Cabbagetown Community Center.

Mission



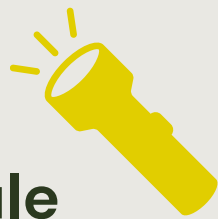
The mission of the Cabbagetown Initiative Community Development Corporation, Inc. is to enhance the quality of life in the Cabbagetown community by empowering neighbors to act collectively for community development.



Programming

- Cabbagetown parks & green space maintenance
- Community Center improvements and rentals
- Micro-grants for local neighbor initiatives and projects
- Support of our National Landmark Historic District designation

About The Event



Schedule Highlight

8AM: 5k Romp Kicks Off

11AM: Festival Opens

11AM - 6PM

Sponsor/Vendor Market

12:30PM Chili Competition
Bullhorn, Tasting Begins

5:30PM Chili Cook-off
Winners Announced

6:00PM Festival Close

ATTENDEE STATISTICS:

- Approx., 30,000 Atlanta residents
- 75% are 21-45 years old
- 55% male and 45% female
- 35 chefs/restaurants
- 100+ amateur chili-enthusiasts
- 20+ bands on six rockin' stages
- 115+ Artists and Vendors

EVENT ASSETS TO SPONSOR:

- Main music stage
- Amphitheater stage
- Porch Jam stage
- Kids village and stage
- 5K Romp & Stomp race bags
- Chili tasting cups
- Celebrity judges tent
- Chili judges tent

Event Map Reference





INFERNO

\$12,000

Sponsorship Level

- On-site activation up to 10' x 50' or equivalent square footage
- Naming rights for one main festival asset (main music stage, kids village, 5k race bags, chili tasting cups, tents)
- Full page display advertisement with priority placement in Cabbagetown Neighbor, the neighborhood-printed newsletter reaching 3,000 residents. Sponsor must provide print-ready creative by September 1st.
- Company logo with prominent placement on Festival Program and Poster
- Company logo and link with prominent positioning on the website (chompandstomp.com).
- Company logo inclusion on festival beer cup
- Company logo on Romp & Stomp 5K T-Shirt
- Opportunity to contribute to 1,000 5K runner Swag bags
- Minimum of five social media mentions via Facebook and Instagram. Sponsor must be submitted and approved by September 1st.
- Twenty chili tasting spoons for your guests
- Twelve festival T-shirts





FIVE-ALARM

\$8,000



Sponsorship Level

- On-site activation up to 10' x 30' or equivalent square footage
- Naming rights for one main festival asset (kids village, 5k race bags, chili tasting cups, tents)
- 1/2 page display advertisement with priority placement in Cabbagetown Neighbor, the neighborhood-printed newsletter reaching 3,000 residents. Sponsor must provide print-ready creative by September 1st.
- Company logo with prominent placement on Festival Program and Poster
- Company logo and link with prominent positioning on the website (chompandstomp.com).
- Company logo inclusion on festival beer cup
- Company logo on Romp & Stomp 5K T-Shirt
- Opportunity to contribute to 1,000 5K runner Swag bags
- Minimum of three social media mentions via Facebook and Instagram. Sponsor must be submitted and approved by September 1st.
- Ten chili tasting spoons for your guests
- Eight festival T-shirts



HOT \$4,000

Sponsorship Level

- On-site activation up to 10' x 20' or equivalent square footage
- 1/4 page display advertisement with priority placement in Cabbagetown Neighbor, the neighborhood-printed newsletter reaching 3,000 residents. Sponsor must provide print-ready creative by September 1st.
- Company logo with placement on Festival Poster
- Company logo and link on the website (chompandstomp.com).
- Company logo inclusion on festival beer cup
- Opportunity to contribute to 1,000 5K runner Swag bags
- Minimum of one social media mentions via Facebook and Instagram. Sponsor must be submitted and approved by September 1st.





SPICY \$1,500

Sponsorship Level

- On-site activation up to 10' x 10' or equivalent square footage
- Company logo with placement on Festival Poster
- Company logo and link on the website (chompandstomp.com).
- Four chili tasting spoons for your guests
- Two festival T-shirts



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