

**22nd
ANNUAL**

CHOMP & STOMP

2025

Sponsorship Opportunities

**Chili Cook-off & Music Festival
Cabbagetown, Atlanta**

November 8th, 2025

@chompandstomp

Contact	John Dirga, Executive Director
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SPONSOR TESTIMONIAL

"All the volunteers and staff were incredibly supportive and truly went above and beyond to make the experience amazing.

Everyone from our office who attended has had nothing but positive feedback.

We'd love to continue supporting the community year after year and remain involved however we can. It was genuinely special to be part of it all and to see the dedication everyone has toward making the neighborhood thrive."

- Steely Keys, ZERO MILE

The event features:

- Restaurant Chili Contest
- Amateur Chili Competition
- Six Outdoor Music Stages
- Large Artist Market
- Food Trucks & Vendors
- 5K Race, "Romp & Stomp"
- Kid's Area, Games & Prizes



Event Overview

In the heart of Atlanta, Cabbagetown is widely renowned for its fresh & innovative approach to arts & culture, celebrating its mountain folk heritage and legendary urban grit. The esteemed and popular **Chomp & Stomp Festival** has been a hometown tradition more than 20 years, honoring the community's mill village legacy flavored as **"A little bit of country in the big city!"** This event offers a unique tribute to home cookin' and that old time string music – while continuing to evolve, embracing a variety of new sounds spread across six rockin' stages.

An intown Fall favorite for all ages, visitors find hip millennial families mixing merrily with Gen X & Z, as the adjacent BeltLine funnels over 30,000 attendees to Romp, Chomp, & Stomp 'til the sun goes down.

Sponsorship funds ensure success for the nonprofit **Cabbagetown Initiative 501c3**, a community organization dedicated to public spaces. CI works to create real connections between the community and our sponsors, welcoming your creative and customized on-site activation with vendor options that will meet your budget and marketing objectives!

CABBAGETOWN

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Mission



Cabbagetown Initiative 501c3 energizes public spaces; creating, maintaining & improving authentic welcoming places for all people, filled with arts & culture, music, and uplifting experiences.



YOU ARE HERE!

- One mile from downtown Atlanta
- National Landmark District
- Historic cotton mill village with narrow streets, cozy cottages, and the Stacks, urban loft living
- Friendly & laidback community!

About Chomp!



Schedule Highlights

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 Closes

ATTENDEE STATISTICS:

- ~ 30,000 Metro 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:

- Music Schedule & Maps
- Welcome Areas & Kids' Village
- 5K Romp & Stomp race bags
- Beer cups, Chili tasting cups
- Celebrity Chef Judges tent
- VIP / Backstage Hospitality

Festival Map & Activations



Sample Map



INFERNO

\$12,000

Sponsorship Benefits

- On-site activation up to 10' x 50' or equivalent square footage
- Presenter Rights for branding one main festival asset (VIP Backstage Area, Peachy Park Stage, Event Welcome Tents, Kids Zone, 5k Race Gift Bags, or Chili Tasting Cups, and more!)
- Full page display advertisement with priority placement in Cabbagetown Neighbor, the neighborhood print & digital newsletter reaching 5,000 subscribers. Sponsor provides print-ready creative by September 1st.
- Company logo with prominent placement on Festival Program and Poster
- Company logo with website & social media links, positioned prominently 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 Benefits

- On-site activation up to 10' x 30' or equivalent square footage
- Presenter Rights for branding one main festival asset (VIP Backstage Area, Peachy Park Stage, Welcome Tents, Kids Village, 5k Race Gift Bags, or Beer Cups, Chili Tasting Cups, and more!)
- 1/2 page display advertisement with priority placement in Cabbagetown Neighbor, print & digital newsletter with 5,000 online subscribers and 500+ physical mailboxes. Sponsor provides print-ready creative by September 1st.
- Company logo with prominent placement on the Festival Program and Poster
- Company logo and link with prominent position on 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 Race 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 Benefits

- 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 Benefits

- 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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@CabbagetownUSA

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