



The Georgia Coastal Seafood Festival will bring together the sights, sounds, smells and tastes of the Georgia Coastal Seafood scene. Attendees can sample a wide variety of fresh fish, cooked in various styles, with a focus on Georgian Wild Shrimp. Listen to bands from Georgia's coastal cities, learn about coastal Georgia vacation destinations, drink eclectic Georgia Coastal cocktails, sample fresh produce from all over Georgia and participate in games related to Georgia's agriculture and fishing industries. Watch Atlanta's top amateur and professional chefs compete for a coveted slot in the Annual World Cooking Championships hosted by Chef Jernard Wells star of The Food Network and The Cooking Channel.

EVENT ATTRACTIONS



Georgia Seafood Tables
The Georgia Seafood Tables will allow event attendees to taste a wide variety of fish caught off the Georgia Coast: Red Snapper, Cobia, King Mackerel, Grouper, Striped Bass, Flounder and others. Each will be prepared by a top-level chef using traditional local recipes. This area will also feature a fish tank showcasing a multitude of Georgia fish.



World Championship Cooking Competition
The World Championship Cooking Competition Set will be the scene of a cooking challenge where four of Atlanta's best chefs compete in a Georgia seafood cooking competition. This event will be hosted by Chef Jernard of Food Network and will feature celebrity judges.



Wild Georgia Shrimp Dock
The Wild Georgia Shrimp Dock will feature best Boat and Processor Grade Wild Georgia Shrimp from the Spartina Marshes. They are harvested in the most sustainable manner and will be prepared using a wide array of recipes from all over Georgia.



First Mate's Lounge
The First Mates Lounge is where all fishermen end the day. Nautical themed with a wide variety of items for all tastes, snacks and plenty of space to socialize. Now is your chance to try some of the greatest seafaring themed cocktails in the bartender's handbook!



Surf & Soul Music Stage
The Surf and Soul Music stage will feature music from a local DJ, music acts during the day who hail from the Georgia Coast wrapped up with a surprise well known headliner at day's end



Georgia Agricultural Experience
The Georgia Agriculture Experience will focus on everything else grown and raised in Georgia. From the mountains to the central state to the shore attendees will sample everything from Georgia.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

Maximum Benefits + Exclusivity
Title Sponsorship inclusion in all promotional elements & signage

ELEMENT SPONSOR

Surf & Soul Stage
World Championship Cooking Competition
Wild Georgia Shrimp Dock
Georgia Seafood Tables
First Mates Lounge
Georgia Agricultural Experience
VIP Section

EXHIBITOR/VENDOR

Sample, Sell, Promote
10x10 & 10x20 spaces
Food Tent Vendor
Retail Tent Vendor



BASIC EXHIBITOR BENEFITS

- 10x10 or 10x20 footprint
- Right to sample or sell
- Tent (10x10) if needed
- Electrical hook up
- Tables and chairs
- Listing on event web site
- 1 reference in PA/quarter hour
- 2 staff badges
- Logo on video screens (upgrade available)
- Logo on A Boards placed around the area

PROGRAM ELEMENT SPONSOR

- Name and logo on activation area signage
- :30 sec video spot on screen on the green every 20 minutes
- Live interview by event announcer on the screen on the green
- Access to ticket purchaser database
- Logo on event web site
- 1 reference on the PA/quarter hour
- Logo on staff shirts
- 10x10 activation area in the Programming area
- 4 VIP passes
- 6 Sampling passes
- Logo on all A boards in the event area
- ID on digital signage in the Battery for 30 days prior to the event
- 10x10 space at two Farmer's Markets at The Battery (Sept 24 and Oct 26)
- Mention and ID in The Battery newsletter
- Invitation to partner event prior to the Festival (date TBD) (4)
- Editorial on the event web site
- 4 social media posts by the event
- Other benefits as mutually agreed upon

For questions contact Don Dixon
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OFFICIAL PRODUCT

- All benefits noted in Exhibitor as required/needed
- Product used in Chef's Pantry in the World Cooking Championships Competition
- :15 sec video on the screen on the green every 20 minutes
- 2 Invitations to partner event prior to the Festival (date TBD)
- Rights to use the logo of the event in promotion and merchandising
- Logo on staff shirts
- 4 VIP parking spots for guests
- 4 staff badges
- 2 VIP passes
- Logo on event APP
- Other benefits as mutually agreed upon

TITLE/PRESETING SPONSOR

- All of the benefits of a Program sponsor
- Brand presence in all event marketing materials
- Extensive on site activation presence
- Customized partnership with excellent ROI

EVENT MARKETING

A market wide multi-media marketing campaign will be launched to drive awareness of partners and attendance. Elements will include:

- Signage at the Battery leading up to the event with exposure exceeding 350,000 Battery visitors.
- A radio PR and social media campaign that will deliver over 1.5 million exposures
- Digital out of home on major highways reaching over 2 million Atlantans
- Digital ad campaign targeting food lovers throughout the region.
- Pop-up experiential activities at other events in the Atlanta area leading up to the event.