



Triple 8 Run at The Augusta Market Sponsorship Packet 2016

The Triple 8 Run is an 8 mile community run every Saturday in March through December. It begins at 8am on the 8th Street Plaza, hence, the name, Triple 8. This is a scenic run that begins and ends at the Fountain. A bi-state loop that includes the RiverWalk, The North Augusta Greenway and 2 Bridges over the Savannah River, The Triple 8 brings out amateurs and athletes alike who in turn may spend the rest of their afternoon unwinding at the Augusta Market.

In coordination with The Augusta Market, the participants are afforded a wide array of wellness opportunities. The Market is a weekly social outing for area residents and visitors who shop and enjoy the ambience, live music, fresh produce and growing activities in downtown Augusta. Several new events were launched in 2016: The Puppy Jake 8K, The Run for Boston and The RiverFront Art Festival.

"At last weekend's Augusta Market, you could feel the community spirit as record crowds came out to support one of the best events going on in our great city. As we sat having lunch and watching the crowd, I was struck by what a wonderful experience it was simply to watch a diverse crowd of local citizens check out all the vendors with smiles on their faces on a beautiful sunny day. When we were leaving, a young man asked to shake my hand and stated "I can feel the change." Needless to say, this put another huge smile on my face. I want to personally thank everyone who has worked so hard to make this event a success and to invite everyone to come out to support it this Saturday as you definitely won't be disappointed" -Mayor Deke Copenhaver: "Excerpts from the Mayor's Weekly Highlight."



The Market is made possible only through business and Corporate Sponsorship.

Market Details:

- 2014 Market Season: March 15 – Dec 6 (39 weeks)
- Located: 8th Street Plaza, off Reynolds Street (next to The Tee Center and Fountain Entrance to the River Walk).
- When: Every Saturday. Time: 8 am to 2 pm.
- The Market vendor base continues to grow and exceeds 900.
- Patron attendance exceeded 3,000 on many Saturdays with many first time visitors. Multiple Special events brought crowds up to 10,000.
- A minimal fee enables vendors to be profitable while providing market customers quality products at very competitive prices.
- Since 2010, The Augusta Market has featured local jazz musicians, "The Saturday Morning Swing." In 2014, The Augusta Market will continue to partner with Garden City Jazz, to enhance our enjoyment of the local music heritage.
- Special Events: The Riverside Art Festival, Triple 8 group Run, Iron Chef Cook Off, Puppy Jake 8K, Tailgate Trotter 5K, Musical Performances by singer songwriters, Sponsor Appreciation Day, Clown Shows and weekly appearance of Digger, Augusta's River Otter.

MARKET STATISTICS FROM 2013

The success of The Augusta Market is supported by vendor, patron, and downtown merchant survey results. Here are excerpts from these surveys:

- Will you attend *The Augusta Market* next year? –Overwhelming yes
- Market participation has enabled several vendors to expand part time endeavors into full time occupations and locations.
- Downtown merchants and banks experienced an increase in business as a result of market attendance
- From 2012-2013, majority of patrons came downtown from the following zip codes: 30901-Downtown Augusta, 30904 – The Hill Section, 30909 - Augusta 30907 – Martinez & West Augusta, 30809 – Evans, 29841 - North Augusta 30815 – Hephzibah and new visitors from Aiken!

Television (WJBF/WAGT) – 35%

Radio (WBBQ) – 20%

Website/facebook (TheAugustaMarket.com) – 15%

Newspaper (Augusta Chronicle/Metro Spirit/Verge) - 10%

Road Signs (Phoenix Printing) - 10%

Word of mouth from participating patrons and vendors -10%

SPONSORSHIP BENEFITS

Your sponsorship of The Triple 8 Run at The Augusta Market will enhance your company's visibility while demonstrating your community support & participation with wellness events:

- Multi-media advertising will provide your company a substantial branding of your business. (Approximately \$150,000 is provided via in-kind advertising)
- The varied media exposure broadens consumer recognition of your company, its products & services.
- Introduces your business to diverse demographics.
- Recognition as a community leader dedicated to the amenities of the downtown business district.
- As a participant in a growing and prosperous community event that has positively influenced Augusta's cultural standing among its peers.

SPONSORSHIP LEVELS

\$5,000 Premier Platinum Market Sponsorship – Triple 8 Run

- Prime media exposure in all Augusta Market advertising and marketing.
- Recognition in TV, Radio and Print ads (newspaper, posters, banners, etc.). There are over 100 commercials per month through Channel 6 WJBF, Channel 26 WAGT and WBBQ. Radio time through commercials, thanking sponsors, media ads and press releases slated to be highlighted throughout our region.
- Recognition as the premier sponsor, with your logo and company link on the Market website.
- Lead banner space at the Market displayed every Saturday for 39 weeks in a row which will be viewed by over 2,000 people per week.
- Logo on market T-shirts and merchandise.
- Booth space available at the Market each week (Exposure to over 100,000 patrons throughout the season)
- Sponsor Appreciation Day at the Market.

\$2,500 Gold Level Sponsorship – Triple 8 Run

- Media exposure in all Augusta Market advertising and marketing.
- Mention in print ads (Newspapers, Flyers, Posters, etc), broadcast media ads
- Recognition as a sponsor, with your logo on The Augusta Market website.
- Banner space at the Market displayed for 39 consecutive Saturdays.
- Booth space at the Market each week (Exposure to over 100,000 patrons throughout the season.)

\$1,000 Silver Level Sponsorship – Triple 8 Run – Water Station

- Recognition as sponsor with your logo on The Augusta Market website and print material.
- Banner space at the Market displayed for 39 consecutive events.
- Your logo exclusively displayed on the water cooler at one of the two turn around points.

\$500 Bronze Level Sponsorship – Triple 8 Run

- Recognition as a sponsor on printed materials and website

Sponsorship Contract: Triple 8 Run

Thank you for your commitment to The Augusta Market at the River. Your partnership will enable us to continue this dynamic and profitable downtown event for the enjoyment of the entire community.

Please complete this application form and attach any logos or other materials that can be used to promote your sponsorship of the market.

www.theaugustamarket.com

Thanks again for your support. Should you have any questions, please contact Brooke Buxton at *Brooke@theaugustamarket.com* or 706-627-0128.

Company Name:

Company Address:

Telephone: _____ Email: _____

Contact Person's Name and Telephone (include ext)

Logo Included: _____yes _____ no, (please attach to contract)

Email to info@theaugustamarket.com

Sponsorship Level: (Please check one)

_____ \$5,000 _____ \$2,500 _____ \$1,000 _____ \$500

Please make the check payable to: The Augusta Market

24 Lakemont Dr

Augusta, GA 30904

Online payment options: Paypal link at TheAugustaMarket.com

Thank you for your generous sponsorship

Sponsor Signature

Tax ID _____

Date