



# EAST COBBER Parade & Festival



EAST COBBER extends its mission of building a sense of community by establishing a hometown tradition of a community parade and festival. As the producers of the first parade and festival in East Cobb County, the EAST COBBER aims to establish a strong network between schools, businesses, government and clubs to create a showcase event and annual tradition for East Cobb County. The EAST COBBER Parade has become the largest parade in all of Cobb County and is the only community-wide event for East Cobb.

The EAST COBBER Parade and Festival aims to build a sense of community and reinforce East Cobb's status as one of the best places to live in the Atlanta area by giving thanks and special tribute to those who contribute to the quality of life in East Cobb: such as, principals, schools, clubs, elected officials, and civic leaders.

Overall, the objectives of this special event are as follows:

- **SPOTLIGHT** the people who contribute to the quality of life in East Cobb County.
- **NETWORKING** opportunities for various groups of the community to interact.
- **BOOST** the image of East Cobb to external audiences as well as to help East Cobb residents feel good about living in East Cobb.
- **CELEBRATE** the arts by providing a showcase for local fine arts performers and groups at the Festival.
- **PROMOTE** economic development by providing local businesses with an event that demonstrates their community support and allows company personnel to interact with prospects and customers.

Because the EAST COBBER Parade & Festival is privately funded, contributions from local businesses are vital to keeping this tradition alive in East Cobb County. For sponsorship information or to request a festival booth application, contact 770-640-7070.

## 2023 EAST COBBER Parade & Festival Details:

**Date:**  
Saturday, September 9, 2023

**Parade:**  
10am

**Festival:**  
11am-3pm

**Application Deadline:**  
Friday, August 11, 2023





**A Celebration  
of East Cobb County**



**Creating Special Memories  
for Children**



**Establishing a Tradition  
for East Cobb County**



## Overview

In 1993, EAST COBBER magazine extended its mission of 'building a sense of community' by establishing a hometown tradition of a community parade and festival. As the producers of the first parade and festival in East Cobb County, the EAST COBBER aims to establish a strong network between schools, businesses, government and clubs to create a showcase event and annual tradition for East Cobb County.

The EAST COBBER Parade and Festival aims to build a sense of community and reinforce East Cobb's status as one of the best places to live in the Atlanta area by giving thanks and special tribute to those who contribute to the quality of life in East Cobb: such as, principals, schools, clubs, elected officials, and civic leaders.

Overall, the objectives of this special event are as follows:

- > To spotlight those people who contribute to the quality of life in East Cobb County.
- > To provide opportunities for various groups of the community to interact.
- > To bolster the image of East Cobb to external audiences as well as to help East Cobb residents feel good about living in East Cobb.
- > To promote the arts by providing a showcase for local fine arts performers and groups at the Festival.
- > To promote economic development by providing local businesses an event that demonstrates their community support and allows company personnel to interact with prospects and customers.



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## Corporate Sponsorship: \$10,000

This level of sponsorship is designed for companies that want to gain valuable public relations and marketing opportunities that the EAST COBBER Parade and Festival have to offer. As a Corporate Sponsor of the annual EAST COBBER Parade & Festival, you will receive the following benefits:

- > One float entry in the parade.
- > Your business will receive a 10' x 10' exhibit space (with a tent and 2 chairs) at the festival.
- > Your logo is displayed on the main entertainment stage.
- > Your sponsorship is announced from the stage at the festival and will be acknowledged throughout the event for being a corporate sponsor of the parade and festival.
- > Your company's name is included in all press releases and promotional materials, advertisements, flyers, posters, etc.
- > Your company's logo will appear on t-shirts to be distributed to exhibitors and volunteers & sold to festival attendees > Opportunity to bring an inflatable for increased visibility.
- > Corporate sponsors will receive exclusivity in their business category.
- > Full-page display ad in August and September 2023 issues in the EAST COBBER magazine





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## **Business Sponsorship: \$5,000**

This level of sponsorship is designed for companies that want to gain valuable public relations and marketing opportunities that the EAST COBBER Parade and Festival have to offer. As a Business Sponsor of the annual EAST COBBER Parade & Festival, you will receive the following benefits:

- > One float entry in the parade.
- > Your business will receive a 10' x 10' exhibit space (with a tent and 2 chairs) at the festival.
- > Your logo is displayed on the main entertainment stage.
- > Your sponsorship is announced from the stage at the festival, and we will be acknowledged throughout the event for being a business sponsor of the parade and festival throughout the day.
- > Your company's name is included in all press releases and promotional materials, advertisements, flyers, posters, etc.
- > Your company's logo will appear on t-shirts to be distributed to exhibitors and volunteers & sold to festival attendees.
- > Full-page display ad in September 2023 in the EAST COBBER Magazine



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## Community Sponsorship: \$3,500

This level of sponsorship is designed for companies that want to gain valuable public relations and marketing opportunities that the EAST COBBER Parade and Festival have to offer. As a Community Sponsor of the annual EAST COBBER Parade & Festival, you will receive the following benefits:

- > One float entry in the parade.
- > Your business will receive a 10' x 10' exhibit space (with a tent and 2 chairs) at the festival.
- > Your logo is displayed on the main entertainment stage.
- > Your sponsorship is announced from the stage at the festival, and we will be acknowledged throughout the event for being a community sponsor of the parade and festival throughout the day.
- > Your company's name is included in all press releases and promotional materials, advertisements, flyers, posters, etc.
- > Your company's logo will appear on t-shirts to be distributed to exhibitors and volunteers & sold to festival attendees.
- > ½ page display ad in the September 2023 issue in the EAST COBBER Magazine



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## Parade Patron: \$500

In response to many requests, the EAST COBBER offers another level of sponsorship to businesses interested in building goodwill and boosting local exposure with the East Cobb community. As a Parade Patron of the annual EAST COBBER Parade & Festival, the business is granted permission to enter a float in the Parade only.

## Festival Exhibitor: \$350

The EAST COBBER Festival is located in the south parking lot of Johnson Ferry Baptist Church (955 Johnson Ferry Road, Marietta/East Cobb 30068) immediately following the EAST COBBER Parade. From 11am-3pm, the free Festival will feature arts and crafts, local businesses, food concessions, carnival games, and an entertainment stage. The Festival offers arts and crafts vendors and local businesses a great way to introduce their products and services to an upscale audience.

INTERESTED? CALL THE EASTCOBBER OFFICE AT 770-640-7070.

