

# *The "Peg Leg" Howell* **BBQ & BLUES** **FESTIVAL**



Dear Potential Sponsor,

The City of Eatonton and Eatonton Main Street will be hosting The "Peg Leg" Howell BBQ & Blues Festival on Saturday, May 7, 2022 from 2:00pm until 10:00pm, and your business is invited to sponsor the event. Although this event is new in Eatonton, we are very excited to offer this fun, safe event to the residents and guests of Eatonton.

## ABOUT "PEG LEG" HOWELL

Joshua Barnes Howell, known as "Peg Leg" Howell was born in Eatonton, Georgia on March 5, 1888. At age 21, he taught himself how to play guitar. At age 35, he moved to Atlanta and played on the street corners mainly around Decatur Street. At age 38, he was recorded for the first time by Columbia Records. The song, "New Prison Blues," was written while Howell was in prison. Also, the song was the first country blues record to be issued by Columbia Records. Howell died in Atlanta in 1966 at the age of 78.

We need your help to make these events a huge success! Help us celebrate the legacy of Blues legend and Eatonton native "Peg Leg" Howell!

**PLEASE NOTE: Due to COVID-19, there is a possibility that these events could be canceled.**

## **Contact:**

Lauren Singleton—[director@downtowneatonton.com](mailto:director@downtowneatonton.com) or 706-749-9150

You may phone the contact listed above for more information. A representative will call or email you with a confirmation when your application has been accepted. Please return your application early for the best opportunities. We look forward to your participation!

# Sponsorship Levels

## Presenting Sponsor \$5,000

- Business representative to officially kick-off the events and welcome attendees at each of the events.
- Opportunity for business representative(s) to meet and greet any artists and/or performers that may be part of the event.
- Prominent business logo placement on stage banner.
- Prominent business logo placement on event signage.
- Prominent business logo placement on event website.
- Prominent business recognition on the event sponsor listings.
- Prominent business recognition on ALL event advertising and promotional materials.
- Two business promotional booths (each space is 10'x10').
- Prominent business recognition on ALL Eatonton Main Street Social Media (over 6,000 followers).
- Prominent business recognition on ALL Eatonton Main Street event e-blasts (over 1,000 subscribers).
- Opportunity to distribute promotional items to event goers.

## Gold Sponsor \$3,500

- Business logo placement on stage banner.
- Business logo placement on event signage.
- Business logo placement on event website.
- Prominent business recognition on the event sponsor listings.
- Prominent business recognition on ALL event advertising and promotional materials.
- Two business promotional booths (each space is 10'x10').
- Prominent business recognition on ALL Eatonton Main Street Social Media (over 6,000 followers).
- Prominent business recognition on ALL Eatonton Main Street event e-blasts (over 1,000 subscribers).
- Opportunity to distribute promotional items to event goers.

## Silver Sponsor \$2,500

- Business logo placement on event signage.
- Business logo placement on event website.
- Business recognition on the event sponsor listings.
- Business recognition on ALL event advertising and promotional materials.
- One business promotional booths (each space is 10'x10').
- Business recognition on ALL Eatonton Main Street Social Media (over 6,000 followers).
- Business recognition on ALL Eatonton Main Street event e-blasts (over 1,000 subscribers).
- Opportunity to distribute promotional items to event goers.

## Bronze Sponsor \$1,500

- Business name on event signage.
- Business name on event website.
- Business recognition on the event sponsor listings.
- One business promotional booths (each space is 10'x10').
- Business recognition on ALL Eatonton Main Street Social Media (over 6,000 followers).
- Business recognition on ALL Eatonton Main Street event e-blasts (over 1,000 subscribers).
- Opportunity to distribute promotional items to event goers.

## Port-A-Potties Sponsor \$1,000

- Prominent business logo placement on all of the port-a-potties.
- Business name on event website.
- Business recognition on the event sponsor listings.
- One business promotional booths (each space is 10'x10').
- Business recognition on ALL Eatonton Main Street Social Media (over 6,000 followers).
- Business recognition on ALL Eatonton Main Street event e-blasts (over 1,000 subscribers).
- Opportunity to distribute promotional items to event goers.

## Sponsor Booth Regulations

1. Spaces are assigned on a first-come, first-served basis. If you require special accommodations due to a disability, please contact one of the event representatives.
2. Sponsors need to be set up by 5:00pm on the day of the event. Each sponsor will have a pre-assigned space for their tent(s). All tents must be cleared immediately after the event and no later than 3 hours after the event.
3. After unloading for set-up, all vehicles must be moved to the vendor parking area before setting up any tables, tents, chairs, etc. There is no RV parking or overnight parking allowed.
4. Sponsors are responsible for their own booth set-up and clean-up.
5. **Sponsors must provide their own tents, tables, chairs, electricity, etc.** Spaces are 10'x10'.
6. Police, Fire, and EMT support will be provided; however, event organizers are not responsible for any stolen, damaged or missing items.
7. No refunds will be given once your agreement has been accepted. Assigned booth spaces are final. You must register with event staff the day of the event. After you have completed registration, you may proceed to your assigned booth space.
8. Sponsors are responsible to collect and properly bag trash within your booth location.
9. Booths must remain set up until the event is over. Sponsors are responsible for providing or arranging for all necessary labor in unpacking, erecting, dismantling and re-packing displays. Event staff is not available to assist with set-up or breakdown. You shall only store or display materials on appropriate surfaces of your booth and not in pedestrian aisles or on sidewalks.
10. The event will occur regardless of the weather. Be prepared for any kind of weather—sun, heat, wind, rain or cold. **The event will take place rain or shine.**
11. No refunds will be given for any cancellation whether caused by the sponsor or the Main Street Covington or event organizers.
12. Tents shall be secured by either sand bags on all four posts of tents or concrete in small containers attached by 1-Bolt and string to all four corners of tent.
13. Flammable-Liquid-fueled equipment shall not be used in tent
14. Extension cords should be kept clear of all areas where water might accumulate.
15. Masks are to be worn at all times, especially during setup and clean up.
16. Social distancing will be strictly enforced.

## Social Distancing Guidelines

Due to the coronavirus pandemic, the following Social Distancing Guidelines are currently in effect at the event;

1. Customers and sponsors/vendors are asked to maintain at least six feet of separation.
2. The use of face masks is encouraged for both customers and sponsors/vendors.
3. No food samples, please.
4. Customers are asked to point to items rather than touching.
5. Sponsors/Vendors should set up their displays to discourage handling.
6. Bring and use hand sanitizer.
7. Sponsors/Vendors must limit the number of guests in their booth at one time to two guests.

Modifications to these guidelines will be announced as the pandemic situation improves. We appreciate your cooperation!

### Acknowledgment

I, \_\_\_\_\_, acknowledge the Social Distancing Guidelines for the event and will adhere to the guidelines in order to keep me safe, the guests safe and the community safe from the coronavirus.

I understand that the event may be canceled due to the increase in the spread of the coronavirus.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

***Please attach this signed document to your application. Eatonton Main Street must have this signed document on file before you will be allowed to set up your booth at the events.***

# BBQ & Blues Festival

## Sponsor Application

Please fill out and return this application to Eatonton Main Street.

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website: \_\_\_\_\_

Do you plan on utilizing your booth area during the event? \_\_\_\_\_

Please check the sponsor level you are interested in for the upcoming events.

<input checked="" type="checkbox"/>	SPONSORSHIP LEVEL	AMOUNT
<input type="checkbox"/>	Presenting Sponsor	\$5,000
<input type="checkbox"/>	Gold Sponsor	\$3,500
<input type="checkbox"/>	Silver Sponsor	\$2,500
<input type="checkbox"/>	Bronze Sponsor	\$1,500
<input type="checkbox"/>	Port-A-Potties Sponsor	\$1,000

**Agreement:** I have read and agree to observe the event Rules and Regulations as stated in this application. Participants shall indemnify and save harmless the Eatonton Main Street, its officers, agents, servants and employees, from and against any and all claims, demands, actions, suits and any type of proceeding by others, and against all liability to others, arising from any and all allegations of negligence or willful misconduct of Participants, its officers, agents, servants, employees and subcontractors, related in any way to the performance of the Agreement, including, but not limited to, any liability for damages by reason of or arising out of any failure of Participants to secure proper licenses, bonds, insurance coverage for Participants and Eatonton Main Street or the like, and against any loss, cost, expense, and damages resulting there from. Participants expressly agrees that this duty of indemnification includes providing a complete defense to Eatonton Main Street and paying Eatonton Main Street's reasonable attorney's fees and expenses. Nothing contained herein shall be deemed to constitute a waiver by Eatonton Main Street of its governmental immunity.

**As a legal representative of the above business, I agree to pay the appropriate fee to Eatonton Main Street.**

Printed Name: \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**Thank you for becoming a sponsor with Eatonton Main Street . Please be sure to email your business's logo to the email address below.**

Mail or email this Agreement to:  
Eatonton Main Street  
PO Box 4384, Eatonton, GA 31024 Attn: Lauren Singleton  
Email: [director@downtowneatonton.com](mailto:director@downtowneatonton.com)