

**Finster Fest**  
**May 5th & 6th 2012**  
[finsterfestival@gmail.com](mailto:finsterfestival@gmail.com)  
[www.finstersparadisegardens.org](http://www.finstersparadisegardens.org)



**Saturday May 5<sup>th</sup> 10a.m.-6p.m. & Sunday May 6<sup>th</sup> 12p.m.-5p.m. 2012**

**Sponsorship Package**

Dear Madam/Sir:

Did you know one of the Southeast's most popular and best art festivals is located right here in your own region? Finster Fest and it is fast approaching! This year the festival will be held on May 5<sup>th</sup> and 6<sup>th</sup> and will offer heart-pounding art, entertainment, and delicious food in a family friendly atmosphere. One of the best things about Finster Fest is that businesses can showcase themselves by being involved with one of the longest running art and music festivals featuring the legacy of renowned folk artist Howard Finster at his Paradise Garden. Finster Fest can give your business the chance to be exposed to 1,000's of people in just days.

There are many ways to partner with Finster Fest to promote your business, from simply donating products to sponsoring an event level.

What began in the early 80's as Howard Finster Day in Summerville Georgia became one of Northwest Georgia's most popular Folk Art and Music festivals. Through the years the event has drawn artists from over 20 states and well known musicians from throughout the region. Dowdy Park and Paradise Gardens will be the home of Finster Fest. Howard entertained guests with his humor, art and banjo until his passing in 2001. Today the tradition continues as Paradise Gardens is being restored and three generations of folk artist and art lovers inspired by Howard Finster return to Dowdy Park and to Paradise to celebrate and enjoy this enduring legacy.

This year Finster Fest will be held at Dowdy Park in downtown Summerville just off 3<sup>rd</sup> Street. Finster Fest began years ago at Dowdy Park and with restoration going on at the gardens bringing the festival back to the park will give us room to grow. Tours will be held at Paradise Gardens during festival hours and shuttles will be provided to take tourist there and back. There will be music held in both locations for all to enjoy.

***PARADISE GARDENS MISSION STATEMENT***

*The mission of Paradise Gardens is to restore and preserve the work of folk artist Howard Finster perpetuating his legacy - promoting education in the arts and providing expansive community involvement, and enrichment through its unique spirit, setting, and message.*

**Paradise Gardens**

Paradise Garden has attained international pop icon status since its creation. Howard Finster's outdoor art environment has been the subject of many documentaries and articles. The site is listed by many travel publications as a top destination. Images of the site can be seen on cover art and is included in music videos from groups like REM, Black Hawk and the Talking Heads. Howard Finster cultivated a landscape that also included other artist's work at the Garden, such as Pop Art icon Keith Haring. Howard and his garden were also featured on NBC's The Tonight Show with Johnny Carson. Paradise Garden Located in Summerville, Georgia, is a maze of buildings, sculptures and displays. The Gardens were built from found objects and recycled materials ranging from bottles, bathtubs and toilets to bicycle frames and cast-off jewelry. The setting is a four-acre swampland that is drained by numerous canals.

# Sponsorship Levels

## \$1500 Platinum Sponsorship (Primary) Level

Sponsor business name or logo prominently displayed in advertisements including:

- Advertisement and 1year link from Paradise gardens website
- Logo added to posters for Fintser Fest 2011
- Logo added to flyers for Finster Fest 2011
- 12 banners allowed to be hung around site at Finster Fest 2011 provided by sponsor
- Your company logo on all Festival printed materials
- Your business name or logo on all Festival T-shirts
- Inclusion in all press releases
- Inclusion in all web site announcements and emails
- 10x10 Festival booth space for advertising, signups and hand out for your company
- All hand outs, posters, and banners other than Finster Fest poster must be provided by sponsor

## \$1,000 Gold Sponsorship (Gate) Level

Your business name or logo prominently displayed in advertisements including

- All Gate access advertisement for posters , banners, hand out, etc provided by sponsor
- Logo added to all posters for Finster Fest 2011
- Logo added to all flyers for Finster Fest 2011
- Your company logo printed on all festival material
- 10' x 10' Festival booth space
- Inclusion in all press releases of Finster Fest 2011
- Inclusion in all web site announcements and emails of Finster Fest 2011

## \$500 Silver Sponsorship (Stage) Level

Your business name or logo prominently displayed in advertisements including

- Live on-stage public address system mentions on Festival day
- High visibility banner Front of stage at Festival provided by sponsor
- Logo added to all posters for Finster Fest 2011
- Logo added to all flyers for Finster Fest 2011
- Your company logo printed on all festival material
- Inclusion in all public service announcements and press releases of Finster Fest 2011
- Inclusion in all web site announcements and emails of Finster Fest 2011
- 10' x 10' Festival Booth Space

## \$250 Bronze Sponsorship (Hospitality) Level

Your business name or logo prominently displayed in conjunction advertisements including:

- Product , Hand outs, and posters displayed in artist and Volunteer Hospitality area
- Logo added to all posters for Finster Fest 2011
- Logo added to all flyers for Finster Fest 2011
- Your company logo printed on all festival material
- Inclusion in all web site announcements and emails of Finster Fest 2011
- 10' x 10' Festival Booth Space

## \$100 Metal Sponsorship (Hospitality) Level

Your business name or logo prominently displayed in conjunction advertisements including:

- Product , Hand outs, and posters displayed in artist and Volunteer Hospitality area Provided by your company
- Inclusion in all web site announcements and emails of Finster Fest 2011
- 10' x 10' Festival Booth Space

**You may Purchase more than one sponsorship  
Booths for company Vendors without a sponsorship level will be \$100.00**

### **Festival Rules and Information**

1. **Set up** will begin Friday May 4<sup>th</sup> from 11:00a.m. - 6:00p.m. And Saturday May 5<sup>th</sup> from 8:00a.m. – 9:00 a.m. Although artists will be able to unload at booth areas, please park cars and trailer as soon as you are finished unloading and then return for booth set up. All artists must be set up and ready to go by Festival Hours which will be, Saturday 10-6 and Sunday 12-5. Please park at surrounding marked areas along park and street during festival hours. No cars are to park in grassy area during festival. Please do not break down or load up until festival hours are over.
2. All booths are 10 x 10
3. **Security:** Security will be on duty Friday and Saturday nights; however, each craftsman exhibits all work at his own risk. The Festival is not responsible for damage, theft, or loss of an individual's work.
4. **Complementary artist area:** We will have drinks and snacks for the artists all days of the festival and there will be a food vendor on site.
5. All booth setup must be furnished by the artist, although we hope to have volunteers to help with unloading Friday and Saturday.
6. The festival goes on rain or shine as it has in the past for we cannot control the weather and there will be no refunds.
7. All applicants must send with their applications a \$15.00 application fee and **\$75.00 check for booth space. We do have limited space so please send in your info ASAP.** Please make all checks to Paradise Gardens and mail them to Whitney Nave Jones 8200 Hitchcock Road Chattanooga, TN 37421
8. Applicants must also send in 3 images of work created in the last year.
9. **Alcohol and Drugs:** They will not be tolerated.
10. **Parking:** All motor homes, travel trailers, and vehicles larger than a standard van will be prohibited. Local campgrounds can accommodate weekend vendors. Vendors will be allowed to park standard vehicles and small trailers at marked parking areas around the park and streets.
11. **There will be absolutely no camping in gardens, parking lot, or at Dowdy Park!**

**THE FESTIVAL IS OUTDOORS AND WILL BE HELD RAIN OR SHINE. FEES ARE NON-REFUNDABLE!!!**

**SPACES:** All booths will be approximately 10x10. If you cannot get into one space, we suggest that you consider two spaces.

If you have any question please contact  
 Whitney Nave Jones 423-619-8154  
 Tommy Littleton 205-587-3090  
**finsterfestival@gmail.com**  
[www.finstersparadisegardens.org](http://www.finstersparadisegardens.org)

**Hotels and Directions**

<p align="center"><b>Days Inn La Fayette</b>                  2209 N Main St,                  LaFayette, GA, 30728                  866-539-0036</p>	<p align="center"><b>The Coach Inn</b>                  9785 Rome Boulevard                  Summerville, GA 30747                  (706) 857-7007  <u><a href="http://www.coachinnsuites.com">www.coachinnsuites.com</a></u></p>
<p align="center"><b>The Express Inn</b>                  14364 Highway 27                  Trion, GA 30753                  (706) 734-2117  <u><a href="http://www.expressinnsuites.com">www.expressinnsuites.com</a></u></p>	<p align="center"><b>Sloppy Floyd Campground and State Park</b>                  James H. (Sloppy) Floyd State Park                  2800 Sloppy Floyd Lake Rd                  Summerville, GA 30747  <b>Reservations (800) 864-7275</b>  <b>Park (706) 857-0826</b>  <u><a href="http://www.gastateparks.org/JamesHFloyd">www.gastateparks.org/JamesHFloyd</a></u></p>

<p align="center"><b>From Atlanta, GA:</b>                  75 North                  Exit 306 Adairsville                  Hwy. 140 West                  Turn right on Hwy. 27 North                  Go through Summerville,                  Ga.</p>	<p align="center"><b>From Chattanooga, TN:</b>                  75 South                  Exit 348 Ringgold/Lafayette                  Hwy. 151 West                  Hwy. 27 South                  Turn left on third street past                  Pennville School.</p>	<p align="center"><b>From Birmingham, AL:</b>                  59 North                  Valley Head Exit 231                  Turn right on Hwy. 117 to                  Mentone                  117 turns into 48 North at                  Georgia line.                  Hwy. 48 North to                  Summerville, GA.</p>
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# Sponsorships

## Finster Fest

May 5th & 6th 2012

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone number (home) \_\_\_\_\_ (Cell) \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Description of Company and Product

\_\_\_\_\_  
\_\_\_\_\_

I/We \_\_\_\_\_ have read and understand all of the rules and information. I/We understand that this form is my/our contract with Finster Fest and agree to abide by these rules and any rules promulgated by Paradise gardens, Finster Fest and show director. I free Paradise Gardens Park & Museum, Finster Fest and/or show director from any responsibility, personal liability, loss or damage in connection with Finster Fest nor will I/We be a party to any suit hereafter. **I/We understand the committee may contact me/us for proof of materials list and invoices as proof of authenticity.**

Signed \_\_\_\_\_ Date \_\_\_\_\_