

EAST COBBER Monthly

EAST COBBER Community Guide

EAST COBBER, Parade & Festival



EAST COBBER

P.O. Box 672121 | Marietta, GA | 770-640-7070



The 13th Annual
EAST COBBER
Parade & Festival
Saturday
September 12,
2009

Promotional Opportunities

A Celebration of East Cobb County



Creating Special Memories for Children



Establishing a Tradition for East Cobb County



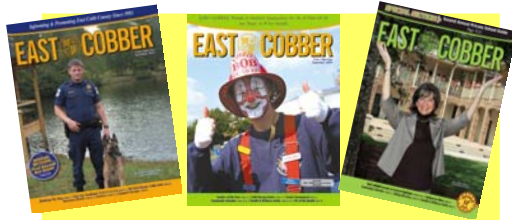
The Demographics of East Cobb County

"East Cobb" County is defined as those residents who live in the following zip code areas: 30062, 30066, 30067, 30068, and 30075. There are about 80,000 households and 160,000+ people residing in East Cobb County. Here are some facts about East Cobb County:

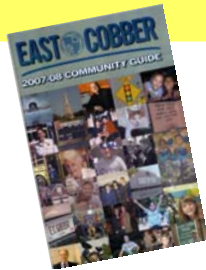
- >highest median household income in Cobb County
- >largest population of people age 17 and under in Cobb County
- >highest proportion of Cobb County residents with college degrees or above
- >highest percentage of growth between 1970 and 1990 in Cobb County--and still growing!

The EAST COBBER reaches out to this well-educated, affluent, family-oriented audience by working with the 35 East Cobb schools and PTAs, local clubs, homeowners associations in making the annual EAST COBBER Parade & Festival the funnest and largest special event in the East Cobb area.

EAST COBBER



Published eleven times a year,, the EAST COBBER provides East Cobb County residents with a timely and easy-to-read source of information regarding the people, places and issues unique to East Cobb County. Each month, an East Cobb person who contributes to the quality of life in East Cobb is featured on the cover. The EAST COBBER is distributed free via home delivery and 350 drop-off points to 40,000 residents every month.



The annual EAST COBBER Community Guide provides useful, detailed information to help East Cobb residents tap into local resources and connect with their neighbors and improve their lives! The EAST COBBER Community Guide is distributed *free* to 50,000 East Cobb County residents.

OVERVIEW

WHO:

EAST COBBER, publisher of the EAST COBBER monthly paper and the annual EAST COBBER Community Guide 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.

WHAT:

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.
- >To provide opportunities for various groups of the community to interact.
- >To boost 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.

Because the EAST COBBER Parade & Festival is privately funded, contributions from local businesses are vital to keeping this tradition alive in East Cobb County.

WHEN:

Saturday, September 12, 2009
Parade starts at 10am
Festival opens at 11am closes at 3pm

*A Celebration of
East Cobb County*



*Creating Special Memories
for Children*



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EAST COBBER Festival

*Festival Exhibitor
\$150*

The EAST COBBER Parade and Festival strives to build a sense of community by spotlighting those people who contribute to the quality of life in East Cobb County and by creating a special event and annual tradition for East Cobb residents. In addition to the entertainment stage, arts & crafts exhibits, and carnival games, the Festival will be a venue for local civic groups, churches, synagogues, and other non-profits to raise awareness about their organizations' contributions to East Cobb County. The EAST COBBER Festival will also provide an opportunity for local businesses to introduce their goods and services to East Cobb residents. Because space is limited, each application for space is subject to approval by the EAST COBBER Festival committee.

The EAST COBBER Festival will be held Saturday, September 12, 2009 at the Fountains of Olde Towne shopping center parking lot, 736 Johnson Ferry Road, Marietta/East Cobb. The official festival hours are: 11:00 am - 3 pm.

To request an exhibit application:
Call EAST COBBER: 770-640-7070

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*EAST COBBER
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*Corporate Sponsorship:
\$4,000*

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 has to offer. As a Corporate Sponsor of the 13th annual EAST COBBER Parade & Festival, you will receive the following benefits:

- > Permission to enter float in parade.
- > Your business will receive a 10' x 10' exhibit space with (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 thank you many times for being a corporate 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, volunteers & sold to festival attendees
- >Corporate sponsor will receive exclusivity in one business category

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EAST COBBER Parade

Parade Patron:
\$300

The parade stages at the Mt. Bethel Elementary School's parking lot, steps off at 10 am and ends at the Fountains of Olde Towne shopping center at approximately 11:45 am. Crowds line Johnson Ferry Road early to get the best view. "Kids" of all ages enjoy the floats, high school marching bands, and vintage cars as they march down the parade path. East Cobb schools honor their principals and/or their "Teachers-of-the-Year." The EAST COBBER Parade has earned the nickname, "The Candy Parade" because just about every entry throws candy to the crowd. The EAST COBBER appreciates the superb talents of the Cobb County Government's Communications Department staff who produce the COBB TV23 broadcast of the EAST COBBER Parade. Over 2,000 parade participants representing 82 different groups marched down Johnson Ferry Road last year!

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 participate in the Parade only.

To request a parade application:

Call EAST COBBER: 770-640-7070