



2023

EVENT PURPOSES

ITHRIVE FESTIVAL



EVENT ORGANIZERS



📍 Le Meridian Atlanta Perimeter
111 Perimeter Center West
Atlanta, GA 30346

🌐 www.iThriveFestival23.com

✉ info@ithrivefestival23.com

A photograph of three young women smiling and posing at what appears to be a festival or outdoor event. The woman on the left is making a peace sign. The woman in the middle has curly hair and is wearing a striped tank top. The woman on the right is wearing sunglasses and looking upwards. The background shows a brick wall and some blurred structures.

The iThrive Festival 2023 event is presented to people in the

INTRODUCTION

The iThrive Festival 2023 is an event that brings together small business owners and the community to showcase their products and services. Attendees will have the opportunity to learn about the businesses and their offerings, create relationships, and explore ways to support the local economy.



October 14, 2023



Le Meridian Atlanta Perimeter 111
Perimeter Center West, Atlanta, GA
30346



TARGET AUDIENCE

People who want to learn about different businesses that are available in their area are the target audience. They can access a wealth of information about the services and products offered in the local marketplace.

ESTIMATED NUMBER OF ATTENDEES

We anticipate approximately 250+ attendees at the event.

AGE GROUP AND DEMOGRAPHIC

Our event is open to all ages. Our target audience is primarily located in this town, but we expect attendees from neighboring areas as well.





BUDGET

Our estimated budget for the event is :

Expense Category		Estimated Cost
Venue Rental/Food		\$6,500
Talent Fees		\$5,000
Production Costs		\$6,500
Marketing		\$5,000
Equipment Rental		\$5,000
Staffing		\$8,000
Insurance		\$2,000
Hotel		\$2,000
TOTAL		\$40,000

EVENT SCHEDULE



The event will take place from 10:00 AM to 3:00 PM, with doors opening at 9:15 AM. The event will feature 3 sessions, iHealth, iBusiness, and iFinances

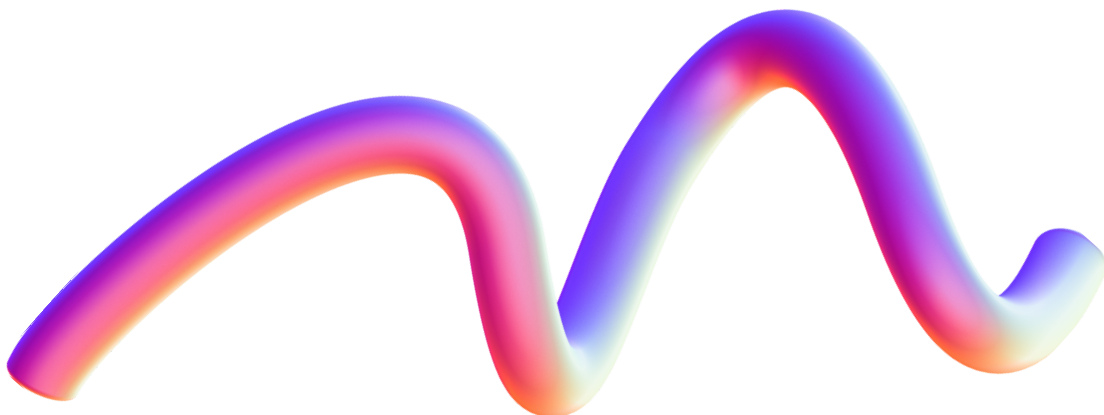
SPEAKERS/PANELISTS

Our event will showcase a diverse range topics: iHealth, iBusiness, and iFinances

IBUSINESS

IHEALTH

IFINANCES



MARKETING AND PROMOTION

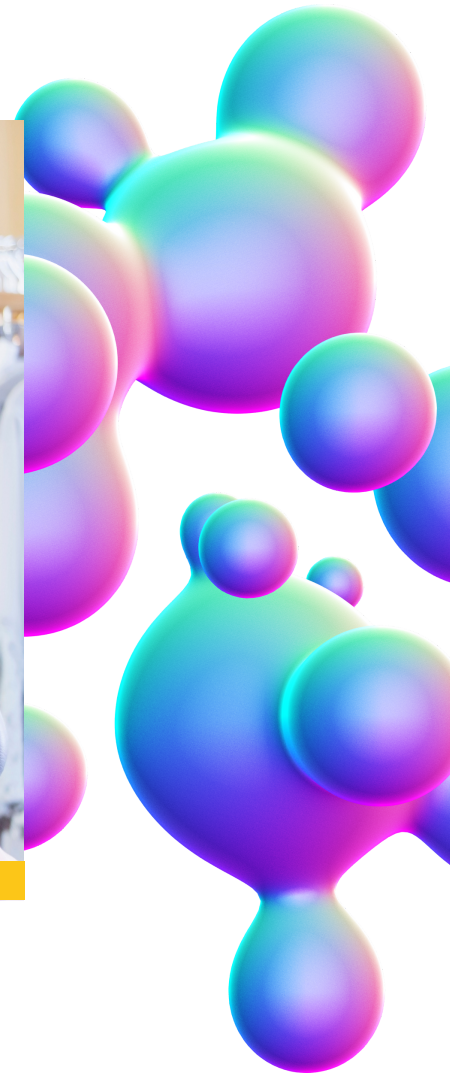
MARKETING STRATEGY

Our marketing strategy will include a combination of online and offline efforts to reach our target audience.



PROMOTION SCHEDULE

Our promotion schedule will include regular updates on our social media channels, targeted advertising campaigns, and email newsletters to our subscriber list.



SPONSORSHIP



Sponsoring our event offers a unique opportunity to reach a diverse audience and align your brand with a positive and memorable experience. Sponsors will receive exposure through our marketing and promotional efforts, including social media posts, email blasts, and targeted advertising campaigns. Additionally, sponsors will have the opportunity to showcase their brand through on-site activations and signage at the event.

SPONSORSHIP LEVELS

1ST TIER

1/4 page ad/ logo
on website

\$250
CONTRIBUTION

2ND TIER

1/2 page ad/VIP
table/logo on
website

\$500
INVESTMENT

3RD TIER

First choice of
location/logo for full
page ad/VIP
table and
exposure on
website

\$1,000
INVESTMENT

4TH TIER

Full page ad/ VIP table first
choice of location/logo
on website with hyperlink
to their website,
acknowledge on all social
media platforms

\$1,500
INVESTMENT

EVENT LOGISTIC

VENUE AND DATE

Overall, selecting the right venue and date requires careful consideration of a range of factors, as well as effective communication and coordination with key stakeholders.

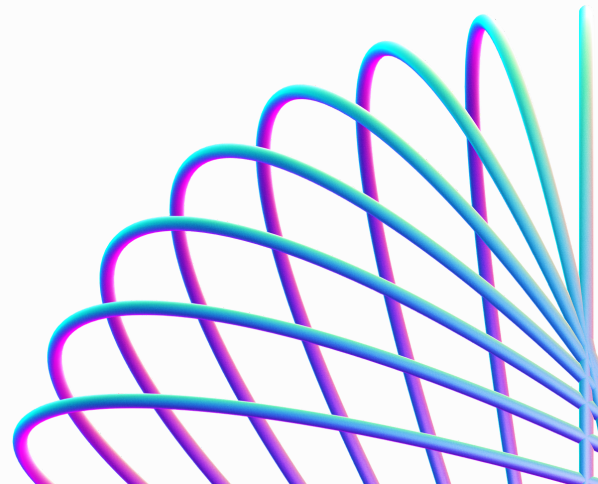
Saturday, October 14, 2023

Le Meridian Atlanta Perimeter
111 Perimeter Center West,
Atlanta, GA 30346



FOOD AND BEVERAGE

We will provide a variety of food and beverage options for vendors, volunteers, panelists, and sponsors.



THANK YOU

Thank you for considering our iThrive Festival event proposal. We are excited about the opportunity to bring together music lovers from all over and create a memorable experience for all.

Le Meridian Atlanta Perimeter

111 Perimeter Center West, Atlanta, GA 30346 

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