



**SEPTEMBER
13-14**

**Sponsor
Opportunities**

**ATLANTIC STATION
ATLANTA, GA**

**6PM - MIDNIGHT
(FRIDAY & SATURDAY)**

MIDNIGHT MARKET is a **Foodie Nightlife Experience** for Millennials and Gen Z who love to eat, drink, dance, and post on social media! We're excited to return to Atlanta with another unforgettable weekend of discovering the newest trends in food and beverage! This two evening event attracts 7,000+ highly engaged, 21 and older foodies each night! This is a **can't miss brand opportunity!**





DEMOGRAPHICS

Everyone loves to eat, drink, and dance! So, it's no surprise that our events boast unprecedented levels of diversity. However, our target customers are women, ages 26-34. They are Millennial professionals, living in the metropolitan areas, who are avid social media users.

They identify as "foodies" who enjoy high quality products and experiences. These women and their friends live life to the fullest and are eager to share it with the world!

7,000 DAILY GUESTS

FEATURES OF THE EVENT

- Food Vendors
- Artisan Vendors
- 21 and Older Only
- Ticketed Event
- Happy Hour Pricing
- Sponsor Activations
- Multiple Bars
- Live DJ Entertainment
- Roller Rink/ Games
- VIP Area/Perks



DIGITAL REACH



*Video Views
on TikTok &
Instagram*

10M+

*Millennial
& Gen Z
Followers*

120K+

*Subscribers
to the
Mailing List*

35K+

*Instagram
Story
Completion*

88%

2024 SPONSORSHIP OVERVIEW

	PRESENTING PARTNER 1 AVAILABLE \$30,000	GOLD 2 AVAILABLE \$15,000	SILVER UNLIMITED \$10,000	BRONZE UNLIMITED \$5,500
DEDICATED SPACE ON EVENT EMAIL BLAST TO OVER 35K SUBSCRIBERS AND GROWING	✓			
FEATURED BRANDING SPACE AVAILABLE IN VIP AREAS AND AT THE EVENT ENTRANCE	✓			
DEDICATED "THANK YOU" POST ON SOCIAL MEDIA BEFORE & AFTER EVENT	✓	✓		
SHOUTOUT(S) FROM THE DJ EACH DAY	✓ X3	✓ X2	✓ X1	
BRAND NAMED IN ALL PRESS RELEASES	✓	✓	✓	
COMPANY LINK & LOGO ON WEBSITE	✓	✓	✓	
OPPORTUNITY TO GIVE FREE PRODUCT	✓	✓	✓	✓
10X20 SPACE AT THE FESTIVAL	✓	✓	✓	✓
BRAND LISTED ON THE EVENTBRITE PAGE	✓	✓	✓	✓

UNDERWRITING OPPORTUNITIES

BUMP THE BEATS \$25,000

This signature opportunity will allow Midnight Market to hire live entertainment and bring the energy to the event. With this level of sponsorship, you will have **MAIN STAGE PROMOTION** with a banner plus 3 shout outs per event thanking your company for sponsoring!



ROLL BOUNCE \$20,000

This exclusive brand opportunity is a key activation at Midnight Market Atlanta! The roller rink is literally **THE CENTER OF THE EVENT** and seen from all angles! When guests aren't eating, they're skating! With this level of sponsorship, your company logo will be posted around the rink and a guaranteed part of the social media impression from the event.



BAD & BOUJEE \$15,000

This signature opportunity will allow your brand to activate the VIP Lounge and directly engage with **500 VIP ticket holders each night** of the event. Be the brand to elevate our guest's experience by sponsoring the signature cocktail for the VIP Bar, include branded activities, and more!

CONTACT DETAILS:

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Brand Manager

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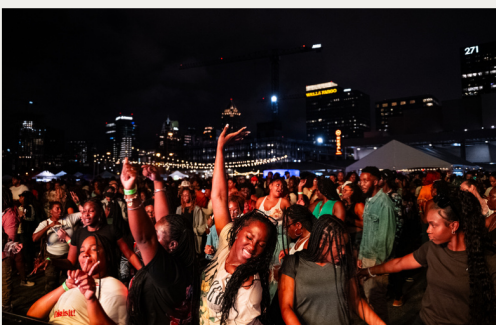


MMFB
PRODUCTIONS

BUMP THE BEATS- \$25,000

ENTERTAINMENT SPONSOR

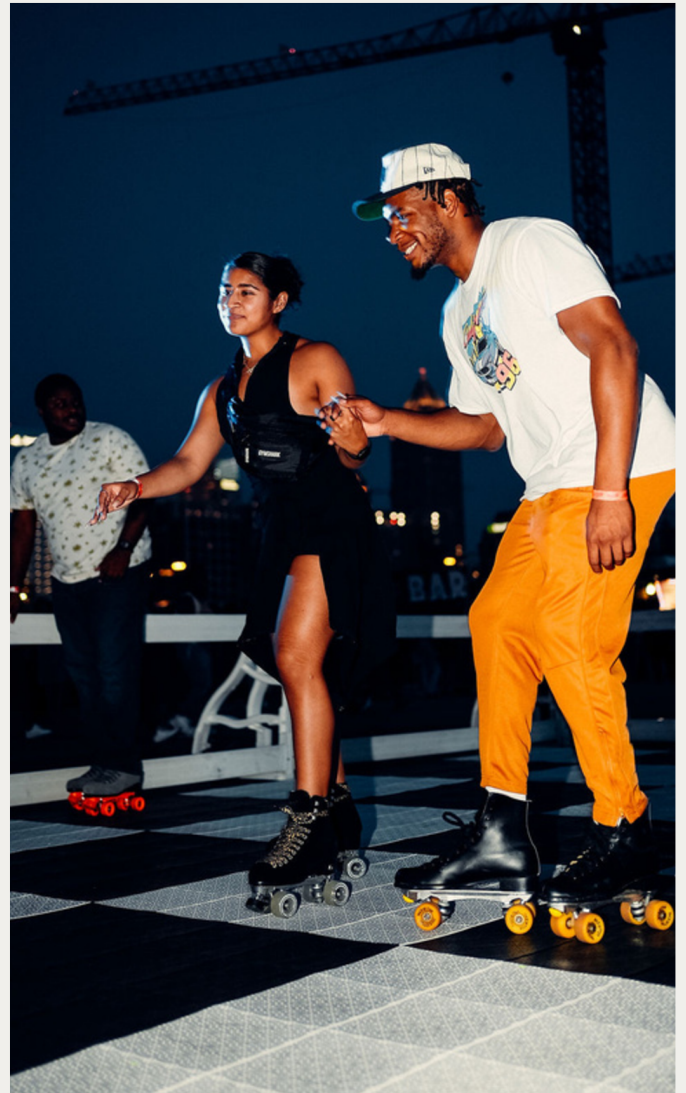
- Presenting Sponsor of the stage and event entertainment
- Branding Opportunities including:
 - Step & Repeat, brand display, stage branding
- Event Email Blast- Premium Placement Promotion
- Inclusion in Invitation, Press Release, and Festival Signage
- 2 Shout Outs from the DJ each day
- 10x10 Space for Brand Activation
- Social media and Online support; E-blasts & Social Posts
- 12 VIP tickets to Friday Opening Night



ROLL BOUNCE- \$20,000

ROLLER RINK SPONSOR

- Presenting Sponsor of the 90x60 Roller Rink
- Branding Opportunities include: Roller Rink Signage
- 2 Shout Outs from the DJ each day
- Inclusion in Eventbrite, Press Release, and Festival Map
- Sampling opportunities
- 10x10 Space for Brand Activation
- Social media and Online support; E-blasts & Social Posts
- 12 VIP tickets to Friday Opening Night



BAD N BOUJEE- \$15,000

VIP LOUNGE SPONSOR

- Presenting Sponsor of the VIP Lounge
- Branding Opportunities including:
 - Step & Repeat, Brand Display, and Complimentary Cocktails
- Signature Cocktail
- Brand Exclusivity*
- Inclusion in Press Release & Festival Map
- Sampling opportunities
- 10x10 Space for Brand Activation
- Social media and Online support; E-blasts & Social Posts
- 12 VIP tickets to Friday Opening Night

