



*food, drink, music & more!*

**MARCH 21 - 24, 2024**

JIM R. MILLER PARK, MARIETTA, GEORGIA

**GEORGIAFOODANDWINEFESTIVAL.COM**

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# 2024 PARTNER PROPOSAL

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*savor*  
THE FLAVORS





SafePath Children's Advocacy Center is our Charitable Partner this year and there will be opportunities to support this great organization throughout the weekend. Savor the Flavors!



# GUESTS

## TOP METROPOLITAN

### *travelers*

Strong markets for the 2024 Georgia Food + Wine Festival will be the Southeast US, especially surrounding states, including the entire state of Georgia, North Carolina, Alabama, Tennessee, Florida. Northeast and Midwest direct flight markets from the eastern and mid-Atlantic corridor states will be strong markets for the festival, including international travel from Canada as well.

## OUR

### *visiting guests & attendees*

The festival expects to attract 7,500—10,000 guests

68% Female | 32% Male

73% Between the ages of 30-70

65% of attendees are married

63% with Bachelor's Degree or higher

50% of attendees with annual income of \$90K and higher

60% of guests will be using a hotel during their stay

## ATLANTA'S

### *sweet spot*

The festival takes place in Marietta, Georgia in Cobb County, at the centrally located Jim R. Miller Park which is minutes from The Battery Atlanta and Truist Park, just off I-75 and Windy Hill Road.

Cobb County is nestled into North Atlanta and extends further northward to include charming cities, lakes, mountains, and miles of trails. Guests can enjoy the festival's events and also experience the surrounding area's natural beauty, renowned restaurants, history, arts and entertainment. Cobb is the best place to stay and play in Atlanta.

# MEDIA

## MEDIA &

### *marketing*

The festival will launch a multi-media campaign in the fall of 2023, partnering with local, regional and national traditional print and broadcast partners, along with non-traditional digital marketing efforts across various platforms and social media.

Marketing plans are already in place with the festival's Presenting Media Partner, the Marietta Daily Journal and mdjonline.com to reach over three million people, with over 20 million impressions in metro Atlanta and the southeast with festival ads, sweepstakes and ticket discount promotions.

The festival promotes its official partners in various promotions through its aggressive marketing and advertising campaigns.







*\*Schedule subject to change*

# SCHEDULE

*of events*

## Thursday, March 21

**“Best of Cobb” event, presented by Cobb Life Magazine and the Marietta Daily Journal**

**5:30 - 8:30 pm, Jim R. Miller Park, Marietta, GA**

The “Best of Cobb” is a showcase of Cobb County, Georgia’s best. More than 1,000 people gather to eat, drink and recognize the county’s favorite businesses and service providers. Cobb Life Magazine and the Marietta Daily Journal’s Best of Cobb 2023 celebration recognized winners of a reader- decided contest that had more than 500,000 votes. The Best of Cobb is a partnership event with the festival. Please visit [mdjonline.com/cobblife/](http://mdjonline.com/cobblife/) for ticket information.



## Friday, March 22

**“Fired-Up”**

**7:30 – 9:30 pm, Jim R. Miller Park, Marietta, GA**

An evening celebrating everything grilled, smoked, barbecued and more. A wide variety of the best barbecue in the South: beef, pork, chicken, seafood and vegetarian dishes will be available to taste from some of Georgia and the South’s most renowned Pitmasters and chefs. Enjoy live music, wine, beer and spirits tastings in a souvenir glass – **all inclusive event**, with food and drink included with admission ticket. Must be 21 and older.







# GEORGIA CELEBRITY CHEF STAGE

PRESENTED BY  
Southern  
CAST IRON  
AUSTIN  
FOUNDRY  
COOKWARE  
U.S.A. 



*Saturday, March 23*



## “Savor”, Georgia Food + Wine Festival

1 – 4 pm, Jim R. Miller Park, Marietta, GA

An unbelievable afternoon of sumptuous food and drink, with some of Georgia’s best chefs, restaurants and more offering a variety of delicious bites. Hundreds of varietals of beverages for tastings, with a souvenir wine glass – including wine, beer and spirits. **Tickets include unlimited beverage tastings.** Samples from the culinary and beverage tasting stages will be available for the first 50 people seated in attendance at the Georgia Grown and Celebrity Chef Demo Stages. Several live music stages will be located throughout the festival. Your ticket includes 10 culinary tokens for gourmet bites and plates from a variety of restaurants, food trucks and specialty food companies. Additional culinary credits will be available for purchase. An artisan market with an assortment of unique items will be showcased, from food products to artwork, and more. Must be 21 and older.

## “VIP Lounge” at Savor

12 – 4 pm, Jim R. Miller Park, Marietta, GA  
(One Hour Early Admission & VIP Parking)

An exclusive, fully catered VIP Lounge experience featuring Publix, with souvenir glassware, 10 culinary tokens, elevated indoor restrooms, live music, open bars, early admission, and more. Must be 21 and older.



# *Sunday, March 24*

## **“Sunday/Funday”**

**12 - 5 pm, Jim R. Miller Park, Marietta, GA**

A fantastic festival finale with live music and a variety of delectable restaurants, farmers, artisans and food trucks. A family friendly event with something for everyone, including a free Kid’s Zone. There will be a variety of adult beverages available for purchase, including beer, wine and cocktails. And don’t forget Georgia’s Best Whiskey Cocktail Challenge. Each adult ticket includes 10 culinary tokens.

## **“Sunday/Funday VIP Lounge”**

**12 - 3 pm, Jim R. Miller Park, Marietta, GA**

Spend the afternoon listening to live music and enjoying unlimited wine, beer and spirits with roasted oysters and BBQ. The Sunday/Funday VIP Lounge will feature catering by Publix, specialty drink stations including Mimosas, Champagne, and Bloody Mary Bar with a souvenir cup! Each adult VIP Lounge ticket includes 10 culinary tokens to a variety of restaurants and food trucks at Sunday/Funday; Oyster Roast, VIP Lounge access. Must be 21 and older.





# CONTACT

FOR ADDITIONAL PARTNER INFORMATION, PLEASE CONTACT:

Bill Watson

Sponsorship

[bill@georgiafoodandwinefestival.com](mailto:bill@georgiafoodandwinefestival.com)

Missy Miller

Media

[missy@georgiafoodandwinefestival.com](mailto:missy@georgiafoodandwinefestival.com)

Laura McLaughlin

Restaurants

[laura@georgiafoodandwinefestival.com](mailto:laura@georgiafoodandwinefestival.com)

770.423.1330

Find us on social media:

@GAFoodWine #GAFWF

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