

CITY OF HAPEVILLE

2025



SPONSORSHIP BOOKLET

Inspire, Entertain, Unite Community.



Hapeville Recreation Center
3444 N Fulton Ave
Hapeville, GA, 30354
404-669-2136
ftadeo@hapeville.org
www.hapville.org/SpecialEvents

About Hapeville



Where history takes flight and the music never stops! Nestled across 2.5 square miles, this charming city of only 6,500 residents, founded in 1891, boasts a rich past intertwined with railroads, aviation, and even a little automotive magic. With its Main Street charm, close proximity to Atlanta Airport, and a year-round calendar of vibrant concerts and festivals, **Hapeville is a destination where the past meets the present, and there's always something exciting on the horizon.**



“ I absolutely adore Hapeville! I always look forward to their Downtown Live concert series. The food is amazing and the live music is always a treat. ”
-Hapeville Resident



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Contact Us - Fabiola Estevez, Special Events Coordinator
ftadeo@hapeville.org • 404-669-2116



CALLING ALL HAPEVILLE BUSINESSES!

Businesses looking to connect with a vibrant and engaged community should consider becoming a sponsor for Hapeville's exciting 2025 events. With a diverse calendar of events attracting over 16,000 attendees annually, sponsorships offer unparalleled reach and visibility. Through these events, businesses can foster meaningful face-to-face interactions with the community, build brand loyalty, and gain valuable exposure through event signage, marketing materials, website features, and social media promotion. Join Hapeville in celebrating its vibrant spirit and making 2025 an unforgettable year.

Why Sponsor Hapeville Events?

- **Visibility:** Highlight your brand to thousands of attendees from the city and beyond.
- **Community Involvement:** Showcase your commitment to supporting local initiatives.
- **Tailored Benefits:** Choose a sponsorship level that aligns with your business goals.

Social Media Metrics



 **Facebook**

 **Instagram**



Website

Total Followers: 3.3K

Total Followers: 1.9K

Visits: 2.4K

Page Reach: 56K

Page Reach: 27K

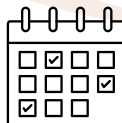
Page Visits: 32K

Page Visits: 9K



2025 Events Overview

SRPING/SUMMER



Reached
400

Eggstravaganza

● April 18, 2025

Celebrate spring with Hapeville's cherished Easter festival!

Eggstravaganza is a beloved Hapeville tradition, drawing families for a **free** day of fun with egg hunts, face painting, balloon artists, and more.

Opening Day

● April 19, 2025

Kick off spring and baseball season in style!

This free, family-friendly event begins with a lively morning parade, followed by the ceremonial opening pitch and a day filled with thrilling baseball games.

Reached
500

Reached
250

La Fiesta

● May 17, 2025

A vibrant celebration of Hispanic heritage and culture!

Join us for La Fiesta en Hapeville, a free celebration of Hispanic culture featuring live music, mechanical bulls, delicious food, and more!

Memorial Day

● May 26, 2025

Honor and remember our heroes with a day of reflection and community celebration.

Join us for Hapeville's free Memorial Day event, featuring a special guest speaker, a moment of remembrance, and activities to honor those who have served our country.

Reached
100

Reached
300

CAPCON 2025

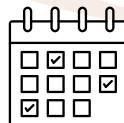
● May 31, 2025

Roll into the action with Hapeville's ultimate skating showdown!

Join us for CAPCON, the premier quads and blades competition that brings everyone together for an exciting day of skating thrills and fun.

2025 Events Overview

SUMMER/FALL



Movies Under the Stars

June 13/ July 11, 2025

Two nights of free, family-friendly movie magic!

Bring your blankets and lawn chairs for two enchanting evenings of outdoor cinema. Enjoy popular, family-friendly movies on the big screen in a local park.

Reached
500

Jazz & Seafood

July 19, 2025

An FREE evening of smooth jazz and delicious seafood delights!

Savor mouthwatering seafood dishes while enjoying live performances by talented jazz artists.

Reached
650

Wings & Strings

August 16, 2025

A feast for the taste buds and the soul!

A delicious mix of wing flavors and live string music, perfect for food and music lovers alike.

Reached
300

Happy Days Weekend

Sept 19-20, 2025

Two Nights of Nostalgic Fun and Top Hits!

Join us for Happy Days Weekend, a free event that has become a beloved tradition in Hapeville, celebrating classic music and throwbacks.

Reached
700

Chili Cook-Off

October 18, 2025

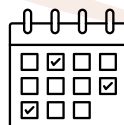
Spice up your weekend with a chili competition like no other!

Local chefs and home cooks compete for the title of Chili Champion. Enjoy sampling unique recipes, live music, and activities!

Reached
200

2025 Events Overview

FALL/WINTER



Día De Muertos

● October 25, 2025

A cultural celebration honoring loved ones past and present.

Experience the beauty of this Mexican tradition with altars, sugar skull decorating, traditional food, and performances that celebrate life and memory in a vibrant and meaningful way.



Reached
City Wide

Trick-or-Treat Map

● October 31, 2025

Halloween fun with a community twist!

Families follow a curated map to participate in safe, community-organized trick-or-treating at local businesses and homes.

Light Up Hapeville

● November 14, 2025

Spread holiday cheer with our decorating contest and festive map!

Residents and businesses can showcase their dazzling displays, and everyone can enjoy a tour of the best locations via the Light Up Hapeville map.



Hapeville for the Holidays

● November 25, 2025

Kick off the holiday season with festive cheer!

This **FREE** event includes a tree-lighting ceremony, holiday treats, special performances, and appearance by Santa Claus.

Good Times



Jazz & Seafood
July 2024



La Fiesta
May 2024



Captains of Concrete
June 2024



Movies Under the Stars
June 2024



Eggstravaganza
March 2024



Sponsorship Levels

Presenting Sponsor



A Presenting Sponsor is a top-tier sponsor who receives prominent recognition and visibility at all our events. This level of sponsorship demonstrates a strong commitment to the community and provides the sponsor with significant exposure and association with the event's success.

WHAT YOU WILL RECEIVE!

- Logo with link displayed prominently on Hapeville.org's Special Events page as a 2025 Season Sponsor.
- Logo on event banners, which will be hung in highly trafficked thoroughfares.
- Logo on marketing materials for 2025 special events and 2 event shirts.
- Recognition during events announcements.
- Prime vendor spot reserved during events for your organization's marketing table.
- Featured Sponsor Spotlight on Hapeville's social media.
- Featured speaking opportunities.

Select this option to be honored as a Season Sponsor for each special event of 2025. (Spots available on a first-come first-served basis)

Sponsorship Levels

Title Sponsor



A Title Sponsor is a sponsor who receives prominent recognition and visibility at an event or across a series of events.

WHAT YOU WILL RECEIVE!

- Logo with link prominently displayed on the dedicated event page on Hapeville.org for the specific event(s) selected.
- Logo on marketing materials for the specific event selected.
- Recognition during events announcements.
- Vendor spot reserved during events for your organization's marketing table.
- Social media recognition for the specific event selected.

*Select this option to be a Title Sponsor for a series of special event of 2025.
(Spots available on a first-come first-served basis)*

Sponsorship Levels

Community Partner



As a Community Partner, your business can support a single event while gaining visibility and goodwill in Hapeville. You'll have the opportunity to sponsor a specific event, with options such as: Face Painting Table, Contest Sponsorship (e.g., Crazy Hair Contest, Día de Muertos Art Contest), and more!

Your support helps bring these exciting events to life while showcasing your business's commitment to our community.

WHAT YOU WILL RECEIVE!

- Logo prominently displayed at the sponsored activity and included in select event marketing materials.
- Recognition on social media promotions for the specific event.
- Public acknowledgment during event announcements.
- Vendor booth option near the sponsored activity to interact with attendees.



Select this option to sponsor a specific event or highlight at one of the City of Hapeville's special events of 2025. (Spots available on a first-come first-served basis)



2025 Sponsorship Application

Contact Name: _____

Business Name: _____

Street Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

Email: _____

Website: _____

Select Your Sponsorship Option:

- ☐ Season Sponsor - \$1200+
- ☐ Title Sponsor - \$600+
- ☐ Community Partner - \$300 – 500 (each activity limited to 1 sponsor)

Selected/Preferred Activity: _____

Instructions:

1. Please make checks/money orders payable to “City of Hapeville” and note “Sponsorship” in the memo line.

2. Please return your completed application along with payment to:

Attn: Fabiola Estevez
Hapeville Recreation Center
3444 N Fulton Ave
Hapeville, Ga 30354

3. Please email your logo and any questions or suggestions to Fabiola Estevez at ftadeo@hapeville.org. You can also reach her at 404-669-2116.

NOTE: The City of Hapeville is not responsible for damage to any sponsor property on display at or during festival events. The City of Hapeville reserves the right to schedule or reschedule events as necessary.

SIGNATURE: _____ **DATE:** _____

City of Hapeville

Thank You!



To become a valued sponsor of the City of Hapeville's 2025 special events, please complete the enclosed sponsorship form and submit it to ftadeo@hapeville.org. For questions or customized sponsorship options, contact us at 404-669-2116. Join us in creating memorable community experiences while promoting your organization to thousands of attendees!

For More Details:



404-669-2116



@CityofHapeville



ftadeo@hapeville.org



www.hapeville.org

