

# Atlanta's Fish Fry Festival



Rodney Cook Park | August 28, 2021  
in Vine City | 11am – 7pm  
Atlanta, Ga. | FB/FishFryFest

Food Vendors, Live Music  
& Family Fun





# FISH FRY FEST



Rodney Cook Park  
In Historic Vine City  
Atlanta, Ga.

Saturday, August 28, 2021  
11 am – 7pm

The Annual Fish Fry Fest is the ultimate community cook out of epic proportions!

In the southern United States, a fish fry is typically a family or social gathering, held outdoors or in large halls often as potluck affairs. At a typical fish fry, quantities of fish (such as bream, catfish, flounder and bass) are battered and deep fried in cooking oil. Due to various taste buds, the batter can consist of mixes of corn meal, flour, milk or buttermilk and seasonings. In addition to the fish, hushpuppies, fries, cole slaw, cheese grits or spaghetti are often served as a side dish.





A one-day festival designed for of all ages of fish and sea food lovers. Come out to Atlanta's premier Fish Fry Fest and enjoy fish of every style and flavor from the Southern Region dedicated to the excellence of those who love fried fish and the different variations that come with it.



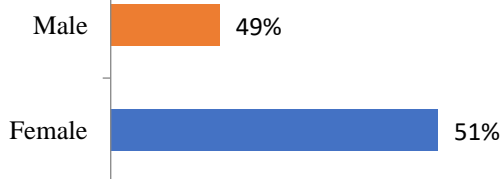
Meet & Greet patrons, chefs, coinsurers and family at the Ultimate Cook Off & Cook Out. Test your test buds. Try an assortment of fried fish selections along with beverages, live music, card games, children's activities and much more. Vote during the fried fish competition of one neighborhood hot spot against another as they garner for bragging rights to take home the title of Best Tasting Fried Fish Champion.



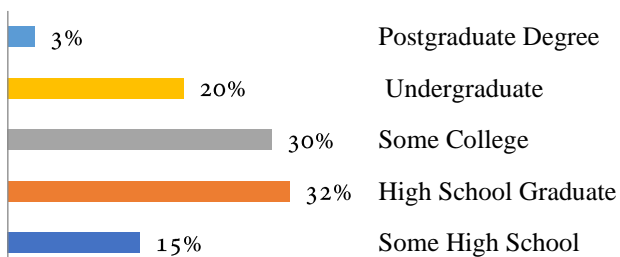


# Audience

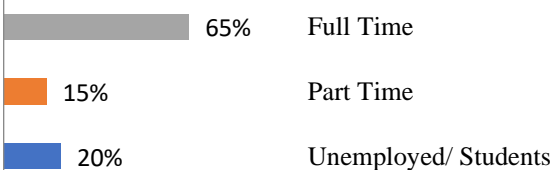
## Population of Atl.



## Education

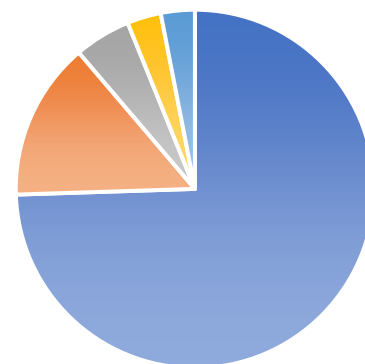


## Employment

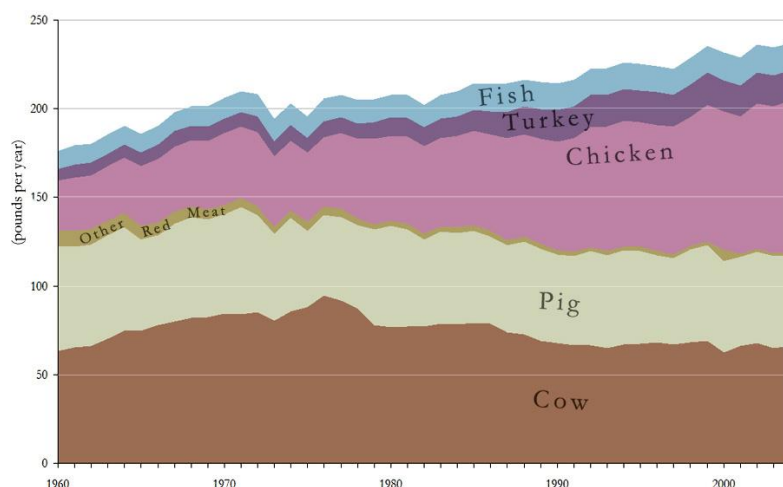


## Dietary Trends

- 73% Eating both meat and non-animal products
- 14% Flexitarians (Semi-Vegetarian) Diet
- 5% Vegetarians
- 3% Vegans



US Per Capita Meat Consumption, 1960-2004



Demographics: 49/51 male/female ratio, age 22-55 with a brand consciousness, who go out regularly and who help to influence overall trends.



# Let Us Fillet A Package For You

Take advantage of our extensive media and communications campaign we've put together in conjunction with our media partners

**Option:** Sponsoring components of the event to increase your individual brand.

Onsite activations opportunities are available.

## Sponsor Benefits Include

- Title sponsorship
- 20 x 20' space activation
- Logo and link on event website
- Banner signage at festival entrance
- Photo Booth
- Logo on staff t-shirts
- Merchandising Rights
- First right of refusal for future branded festivals
- Title, logo on marketing materials
- Merchandising Rights







**Titanium**  
**Fish & Spaghetti**  
**\$60,000**  
**All Ten Options**

**Platinum**  
**Fish & Grits**  
**\$45,000\***  
**Seven Benefit Options**



We invite you to join us and showcase your business alongside some of the southeast finest seafood vendors.

**Gold**  
**Fish & Fries**  
**\$25,000\***  
**Five Benefit Options**

**Silver**  
**Fish Sandwich**  
**\$15,500\***  
**Three Benefit Options**

**Bronze**  
**Fish Nuggets**  
**\$10,000\***  
**Two Benefit Options**



\*Levels are allotted more than one sponsor.  
 See previous Page 4 for Benefit Options

The Fish Fry Fest Tailors Packages <sup>for</sup>  
Your Marketing Goals and Budget!



**Where Lovers of Fish Meet!**  
**Saturday, August 28, 2021**

Contact:

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