



Together we can, Together we must!

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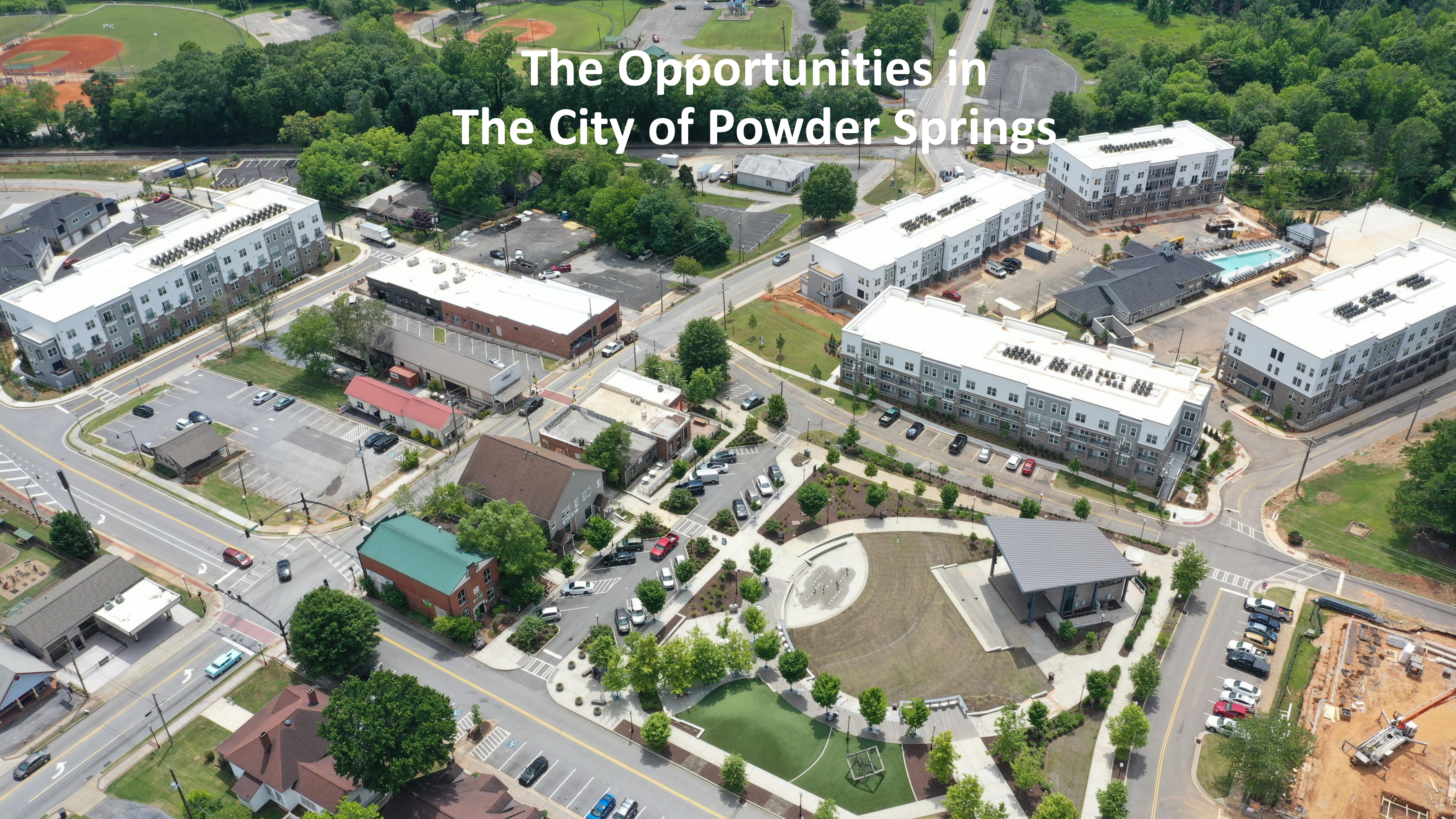


Opening Thoughts

Ingenuity Unlimited (IU) is a specialized consulting firm which guides and supports individuals, families, corporations, foundations, municipalities/ governments and non-profit leaders in their quest for sustainable philanthropic impact. We connect like-minded entities that seek to create brand elevation and enhance our clients' organizational effectiveness with an intent towards positive community transformation.



The Opportunities in The City of Powder Springs



Commercial Engagement & Consumer Engagement



Thurman Springs Park Amphitheatre & City Parks

Solicit and Secure Partners for The City of Powder Springs. The Partnerships will be 1-3 year terms, based on the Assets involved.



Commercial Engagement (Sponsorship)



Impact

The Thurman Springs Park Amphitheater is a leading venue in metro Atlanta, nestled in Powder Springs, Georgia. Located in the heart of downtown, this venue provides an intimate setting for visitors and engagement opportunities for potential partners. With the reimagined City Hall just a few feet away, set to open this spring, now is the opportune time to engage potential partners. There will be a considerable amount of anticipation, energy and focus on Powder Springs during Q2 and beyond, this will be integral in leveraging the interest levels “striking while the iron is hot”! Additionally, we will also seek sponsors and supporters for Powder Springs Park and Linear Park.



Commercial Engagement (Sponsorship) continued...



Impact

Ingenuity Unlimited would provide consultation services and sponsorship solicitation for The Thurman Springs Park Amphitheater. We would utilize best practices and identify emerging trends to prospect and close sponsors. Sponsorship terms would vary from one (1) to (3) three years. Ingenuity Unlimited will make Powder Springs aware of any negotiations. Powder Springs will have final approval on all sponsors.



Keys to Success



Driving the Narrative

Much of the front-end work will be polishing the narrative of the city and sharing those points with potential partners. Meetings with partners will take place at local events, 1:1 meetings and site visits in The City of Powder Springs

Packaging

We (Ingenuity Unlimited) will lead the efforts to package the traditional and non traditional assets in a manner that would be mutually beneficial to the partners and the city.

Positioning

In lieu of paid/ticket events at this point, we are going to need to find or create consistency in the marketing and messaging of events. We will need to find ways to grow attendance while introducing new events



Strategy (example)

Identify your Target!

- ✓ **Weekly Events (Paid or Non-Paid):**
- ✓ **Monthly Events (Paid or Non-Paid):**
- ✓ **Cultural or Civic Events (Paid or Non-Paid):**
- ✓ **Marquee Events (Paid or Non-Paid):**
- ✓ **Grand Opening Concert (Paid or Non-Paid):**



Terms

One year/12months (we suggest a start date ASAP). The Agreement will be reviewed in month (11) with the discussion on how to move forward. Non-disclosure clause is suggested. ~~\$36,500 Annually~~
10% Cost Reduction (\$32,850 Annually/\$2737.50 Monthly)





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