

## **2<sup>nd</sup> Annual Tailgates & Touchdowns FESTIVAL PERMIT REQUEST**

**Event Description:** Tailgates + Touchdowns Sponsored by 680 The Fan in partnership with Atkins Park & Zucca.

**Contacts:**

Kevin Drawe- Atkins Park Restaurant and Bar– 770-435-1887  
Tim Langell/Joe Romano-Vintage Tavern/Zucca-770-803-9990  
Bettie Cagle- Redbird Events- 404.754.3211

**Event Dates and Times:**

**Saturday, August 27<sup>th</sup>, 2016 -- 1pm-9pm Street**

**Closures:**

Market Village 10:00 am until completion of cleanup.

**Activations:** Concerts, live 680 broadcasts, sponsor booths, partner booths, vehicles on-site.

**Street Sales:** Free Entry for all.

Food & Alcohol (60% Food /40% Alcohol)  
Food: Samples of food from Smyrna  
Market Village Restaurants

**Alcohol/Sales & Controls:**

Wine and Beer (beer, wine and food outside-  
liquor inside)

**Entertainment:**

<u>Schedule</u>	<u>Set times (ALL TIMES APPROXIMATE)</u>
Load in (riser/sound/lights)	7:00 am – 10 am
Sound check	12:00 – 3:00 pm
Party opens	1:00 pm – 3:15pm (PA MUSIC/Live broadcast, &
Announcements)	
LIVE MUSIC	3:30pm – 8:00 pm
PA MUSIC	8:00pm – 9:00 pm
Party closes	9:00 pm

Sound System – Continuous (power requirements to be determined and bands stop time negotiated with city)

**Cleanup & Recycling:**

Merchants will assist the City of Smyrna with cleanup following the festival –we will hire people to clean festival area and pick up large debris from back parking lot.

**Police:**

Merchants will hire City of Smyrna Officer(s) as needed

**Health Permits:**

Merchants will orchestrate

**Insurance:**

Additional insurance on merchant policies (Atkins Park and Zucca/Vintage Tavern for their areas – other merchants participating will be required to hold additional insurance)

**Temporary Structures:**

Tents and Tables – (locations negotiated with city)  
Inflatables/ Rides for family entertainment

**Advertising and Promotions:**

Signage onsite, cable, print advertising, Facebook, Twitter, and Email

Possible purchase inclusion in Smyrna Water Bill

Brightside Paper–Ticket Alternative– Demographic range: 25 – 40, young professionals, adults, families and singles. Draw from all over Cobb County but not limited to the Cobb area. **(City may consider providing support, signage access to advertisements as sponsorship)**

**Site Plan:**

Will work with City of Smyrna to determine and provide site plan

**Resident Contact and Support:**

Manage Parking and access, organizing merchant(s), will contact the residents and provide copies of provided documentation and notification(s). Noise levels and end times will be agreed upon with the city through the festival permit process.