



C O B B C O U N T Y
INTERNATIONAL
FESTIVAL 2025

BE A PART OF THIS CULINARY AND
CULTURAL ARTS EXPERIENCE



SATURDAY, AUGUST 23, 2025

Free Event from 11 AM - 4 PM

Jim R. Miller Park & Event Center

2245 Callaway Rd SW, Marietta, GA 30008



COBB**INTERNATIONAL**FESTIVAL



We are excited to announce the return of our annual Cobb International Festival to be held Saturday, August 23, 2025 from 11 am to 4 pm. Countries around the world will be represented at this fun, family-friendly event for all ages celebrating global cuisine, music, visual and performing artists. The event offers exploration of various cultures through shared activities, vendors and creative expression at the Jim R. Miller Park and Event Center.

I am seeking your financial support to help Cobb County present this wonderful program as we create a community where all Cobb residents are included in the foundation of our county's success: where we are all in.



According to the U.S. Census, 15% of Cobb's residents' hail from countries beyond the United States. Furthermore, our Chamber of Commerce has recognized Cobb as home to over 200 international businesses spanning over 30 nations. We are thrilled to provide this celebratory event to recognize their presence, culture and contributions that help make Cobb an exceptional destination to live, visit and do business in.

Last year's festival featured over 100 vendors with representation from more than 45 different countries. More than 8,000 patrons joined the festivities. From the colorful traditional clothing and accessories to the lively performances, it was a spectacle that brought joy to the hearts of our Cobb residents. Positive reviews and growing participation each year make it clear that this event resonates with our citizens as we highlight the strength of our diversity.

This event would not be a success without our corporate sponsors that also value Cobb's diversity. Please consider partnering with us, so that we can once again help showcase the many cultures and nationalities that make up the vibrant fabric of our community.

We have several levels of commitment available as listed on the attached sponsorship package. To donate today, please contact our Cobb PARKS Special Events Unit at SEUParks@cobbcounty.org.

Thank you for your consideration, I hope we will celebrate together on August 23rd.

Lisa N. Cupid, J.D., M.P.A

A handwritten signature in black ink that reads "LN Cupid". The signature is stylized and cursive.

Cobb County Chairwoman
Cobb County Board of Commissioners

COBB COUNTY INTERNATIONAL FESTIVAL

This free event will feature a wide variety of local and international music and art, eclectic dancing, delicious culinary options, imaginative crafts, beautiful jewelry, a kids' corner, and many other vendors.

Cobb County held its inaugural International Festival in 2019. It was a success, widely attended, and well received by the business and local community. Unfortunately, we could not host the festival in 2020 or 2021 due to the unpredictable nature of the COVID pandemic. In 2022, we brought back the International Festival for its second run, and it was as big of a success as the inaugural 2019 festival. We look forward to what the 2025 festival holds! We are immensely proud of the unique cultural differences within our community and will continually work to highlight them through our events. We hope you will return to celebrate the diversity of cultures within Cobb County.

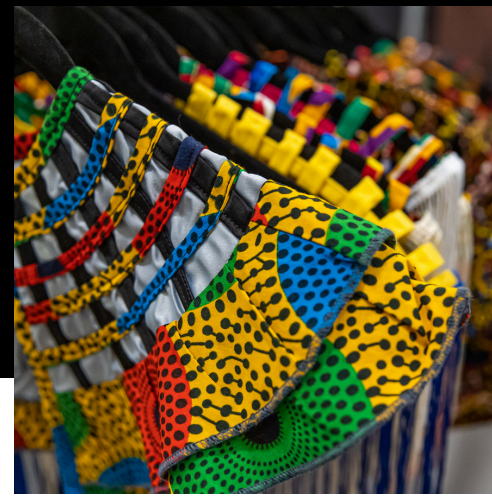
EVENT INFORMATION

Jim R. Miller Park & Event Center

2245 Callaway Rd SW,
Marietta, GA 30008

Saturday August 23, 2025

11 am - 4 pm



OUR FESTIVAL EXPERIENCE



CULTURE



CULINARY



ART



MUSIC



FASHION



KIDS' CORNER



Social Media

 [CobbCountyGovernment](#)

 [@cobbcountygovt](#)

 [CobbParks](#)

 [@explorecoobbparks](#)

Demographics

Cobb County PARKS currently operates over 86 parks and properties and over 6,000 acres. As the primary provider of leisure services and facilities within the County, the department provides a wide range of athletic, artistic, therapeutic and educational services.

ATTENDEE DEMOGRAPHICS



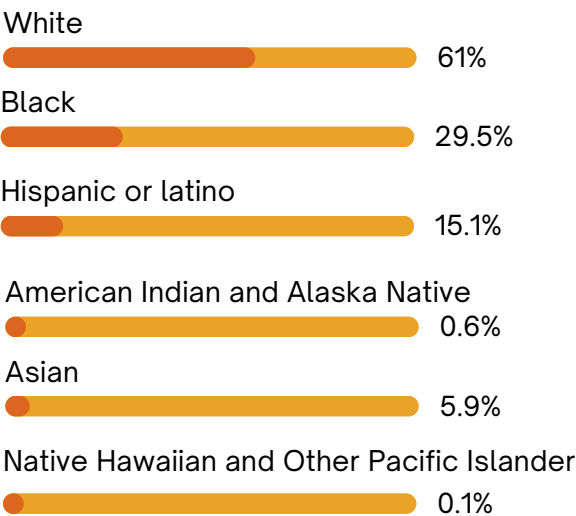
Target Audience

- | | |
|--------------|------------------|
| Cobb | Austell |
| Douglas | Acworth Kennesaw |
| Cherokee | Marietta |
| N. Fulton | Smyrna |
| S. Bartow | Powder Springs |
| Paulding | Roswell |
| Cartersville | Dallas/Hiram |
| Woodstock | |



Household income: \$99,382
Age: 18 - 55 years
And Families

Race



Foreign-Born Population
16.2%

2023 Foreign-Born Population
124k people
15.5%

2022 Foreign-Born Population
118k people

DataUSA



SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$15,000

- Naming sponsor for performance stage with key logo placement throughout the event
- Acknowledgments from the stage during the festival
- 20' x 20' exhibitor booth space at festival, in a prominent location (tent, table & chairs upon request)
- PARKS interactive program guide ad space (full page, September issue)
- Publicity (minimum of 10 mentions)
 - Newsletter Mention: 65,000 subscribers
 - Social media Advertising: Facebook 17,500, Twitter 11,000, Instagram 1,700
- Logo inclusion on the website, program guide event flyer, signage, & printed/digital banners
- 6 VIP parking passes



INTERNATIONAL SPONSOR

\$7,500

- Naming sponsor for the kids zone or food court
- PARKS interactive program guide ad space (1/2 page, September issue)
- 10' x 20' exhibitor booth space at festival, in a prominent location
- Publicity (minimum of 5 mentions)
 - Newsletter Mention: 65,000 subscribers
 - Social media Advertising: Facebook 17,500, Twitter 11,000, Instagram 1,700
- Logo inclusion on the website, program guide event flyer, signage, & printed/digital banners
- 4 VIP parking passes

NATIONAL SPONSOR

\$5,000

- 10' x 10' exhibitor booth space at festival
- Publicity (minimum of 2 mentions)
 - Newsletter Mention: 65,000 subscribers
 - Social media Advertising: Facebook 17,500, Twitter 11,000, Instagram 1,700
- Logo inclusion on the website, program guide event flyer, signage, & printed/digital banners
- 2 VIP parking passes





REGIONAL SPONSOR

\$1,250

- 10' x 10' exhibitor booth at festival
- Logo inclusion on the website
- 1 VIP parking pass
- Inclusion on program guide, and printed & digital banners

LOCAL SPONSOR

\$650

- 1 VIP parking pass
- Business name on the website
- Inclusion on program guide

SUPPORTING SPONSOR

\$250

- Business name on the website
- Inclusion on program guide

A LA CARTE

- Banners
- Photo Booth(s)
- Give-Aways
- Hydration Station(s)
- First Aid Booth
- Program Guide Advertising (Full, Half or Quarter page)
- Kids' Corner



Don't see what you want?
Please contact us so **we can build a package** for
you. Customized in-kind sponsorships available.

CONTACT

SEUParks@Cobbcounty.org



rev.
5/8/2025