20th Wing & Rock

March 20 - 21, 2027

Etowah River Park - Canton, GA

Saturday 11am-7pm • Sunday 11am-6pm



THE OPPORTUNITY

A can't-miss Southeast tradition, 20 years running

Wing & Rock Fest is a ***FREE***, two-day celebration of bold flavors and live music at picturesque **Etowah River Park** in Canton, GA. This 80-acre venue features an open-air amphitheater, walking trails, playgrounds and ample parking, creating an unforgettable experience for guests of all ages.

#2 Second largest wing festival in the U.S.

Top 10 Southeast food festival - Festival Rooster, Best of Georgia and Parade Magazine

25,000+ Expected attendance across both days



KEY FESTIVAL HIGHLIGHTS

What makes it a can't-miss weekend?

Free Admission
Open and accessible to everyone in the community.

75+ Wing Flavors
Grilled, smoked or fried by top wing vendors from across the region.

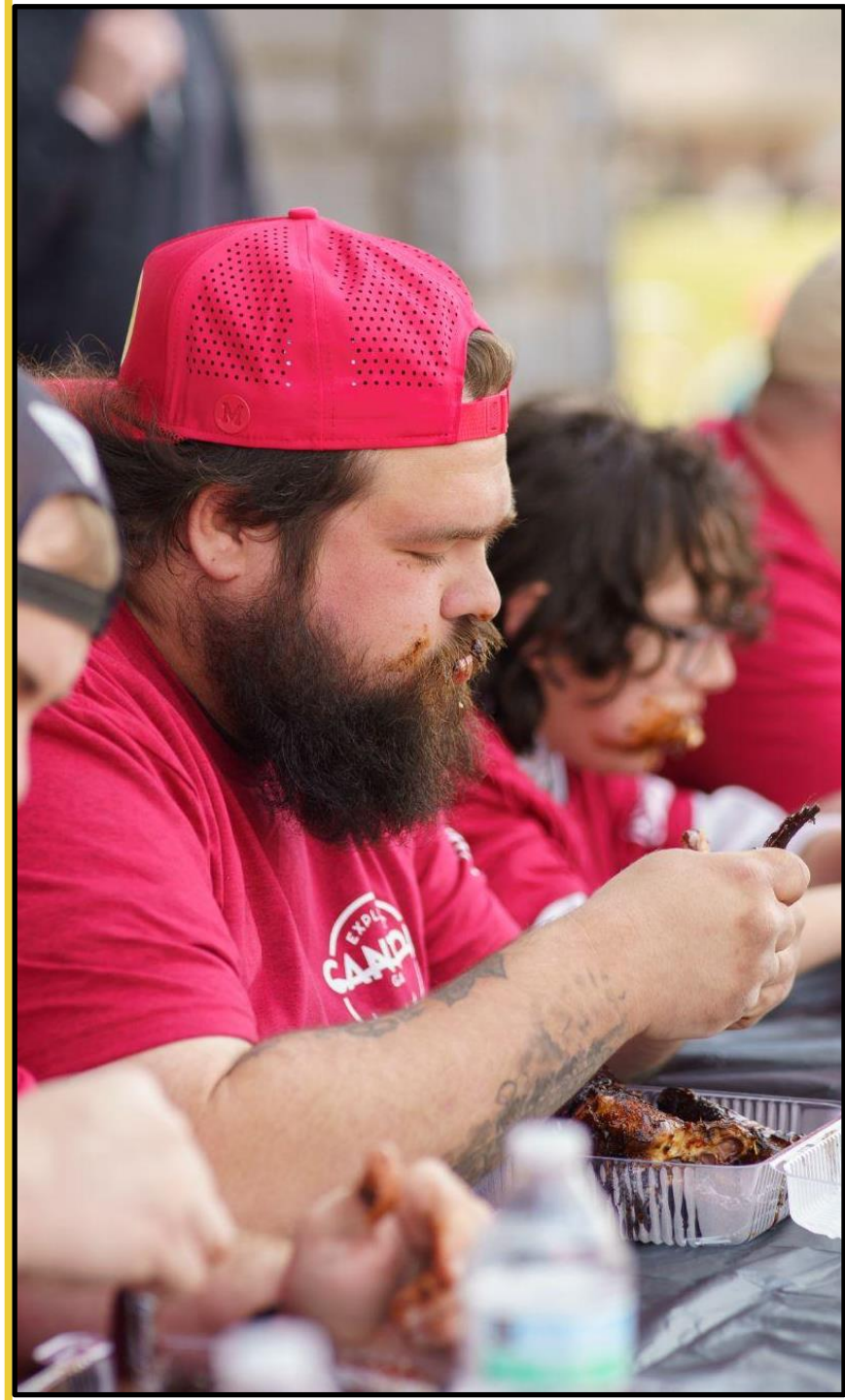
Free Parking & Rideshare
Easy, accessible arrival for every attendee.

Family-Friendly Fun
KidZone, Arts & Crafts, Farmers Market and wing-eating contests.

Live Entertainment
Six regional tribute bands ***PLUS*** the School of Rock House Band performs both days!







WHO YOU'LL REACH

A high income, highly educated, family driven audience

AGE DISTRIBUTION

17 & Under	18–34	35–54	55+
23%	23.3%	28.5%	25%

Wing & Rock Fest draws a genuinely all-ages crowd no single generation dominates.

$100.5K
Median household income

45%
Bachelor's degree or higher

50% / 50%
Male / Female split

40%
Upper suburban diverse families

2+ hours
Average time spent onsite

2.7
Persons per household

20%
Travel 30+ miles — 4x the norm

DIGITAL & MEDIA REACH

Your brand, seen well beyond the festival gates

6.9M+

Paid Facebook impressions

8.3K

Facebook likes

10K+

Followers

2.4K

Followers

1.35M+

Paid reach

130K

Annual website visitors

Approximately $30K in mixed media dedicated to the event, including billboards, terrestrial radio, social, print and retail presence as well as robust onsite promotion. Every sponsorship level shares this stage!

SPONSORSHIP BENEFITS

What each level unlocks

	Title* $25,000	Diamond $15,000	Platinum $10,000	Gold $5,000	Silver $2,500
Title sponsorship recognition (“Sponsor Name” Wing & Rock Fest)	★				
Promo shirts with sponsor logo — pre-event	★				
Logo on post-event recap video	★				
Dedicated social media posts for your brand	★	★			
Inclusion in regional marketing (billboard, radio, streaming, print)	★	★			
Product category exclusivity	★	★			
Inclusion in social media & press releases	★	★	★		
Product sampling at booth (small samples only)	★	★	★		
Logo on 2 stage banners	★	★	★	★	
Logo on event print collateral (magazine ads, posters, postcards)	★	★	★	★	
Logo on 4 onsite banners	★	★	★	★	★
Logo & link on website + on-stage mentions by MC	★	★	★	★	★
Booth space	**20’ x 40’**	**20’ x 30**	**20’ x 20’**	**10’ x 20’**	**10’ x 10’**
Sponsor-supplied banner placement	**4**	**3**	**2**	**1**	**0**

***Title requires a two-year commitment.**

ADD-ON OPPORTUNITIES

Layer on extra visibility

Available exclusively alongside a sponsorship package above.

Parking Lot Signage
Logo on signage throughout parking lot.

$500

Information Tent & Ice Truck Banner (1 of each available)
One sponsor dedicated banner at location of choice.

$500

T-Shirts
Logo displayed on the sleeve of 250 event shirts.

$750

Oversize Vehicle or Trailer
Company trailer or vehicle located on festival grounds (30’ x 20’ maximum).

$1,500

Giveaways
Logo prominently displayed on bottle openers, koozies or souvenir cups.

$1,500







Let's make the 20th Wing & Rock Fest unforgettable - together.

A formal sponsorship agreement will follow separately.

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