

Sponsor Guide

ATOMIC FALL FEST

September 26–27, 2025



Contact

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Contents

02. ABOUT ATOMIC FALL FEST

03. WHY US?

04. THE EVENT

05. SPONSORSHIP PACKAGES



We are thrilled to introduce the Atomic Fall Fest, a vibrant new festival set to become a landmark event in Oak Ridge. Scheduled for September 26 and 27, 2025, this festival will celebrate the unique and diverse science culture of Oak Ridge, while offering a blend of live music, arts, food, and activities. The festival has enormous growth potential, offering a free “children’s only” area with inflatables, magicians, face painting, games, and interactive entertainment shows.

**26
SEP**

Friday Night Concert + Kids Activities

Kick off the Atomic Fall Fest with live music and great food. Kids activities around the Pavilion and throughout the Civic Center

**27
SEP**

Saturday - Atomic Fall Fest All Day

Main concert Saturday night, kids activities all day, local arts & crafts and food trucks.

A.K. BISSELL PARK – 1403 OAK RIDGE TURNPIKE, OAK RIDGE, TENNESSEE

What Makes Us Unique?

Unmatched Audience Engagement: Our festival is projected to draw thousands of people to the area, with extensive media coverage and digital marketing reaching 22,000+ people via our many online platforms including, Facebook, Instagram and, X (Twitter).

Prime Brand Exposure: As a sponsor, your organization will benefit from high-visibility placements, including branding opportunities, e.g., stage naming rights, logo on promotional materials, exclusive vendor spaces, and social media mentions.

Community Impact: Align your organization with a festival that is about entertainment and community building.

Why Partner With Us?

By partnering with the City of Oak Ridge and the Atomic Fall Festival, you will gain significant exposure and forge a meaningful connection with Oak Ridge and regional community members. Your organization will be a key contributor to a memorable and impactful event, generating goodwill and a sense of community.





The Event

The Atomic Fall Fest will feature various artists, food and drink vendors, childrens' activities, and local bands/musicians. Listed below are just some of the activities the feestival has to offer!

Family Friendly Activities

- Face painting vendors
- Cornhole and golf tournaments
- Putt-putt golf
- Bounce houses
- Dunk tank
- Yard Games
- Petting zoo-CW Farms
- Carnival area
- Sensory room (library)
- Karaoke
- Bungee jumping

Art Vendors

- Arts and craft vendors
- Art exhibits
- Art demonstrations

Music and Entertainment

- Chillbillies (headliner)
- Boy's Night Out (headliner)
- Flippinout
- Entertainment at the pavilion
- Concert featuring local artists (\$10 tickets)

Food and Drinks

- 8-10 food trucks
- Ice cream truck
- Kona Ice
- Carnival food options (cotton candy, popcorn, and snow cones)



CONTRIBUTING SPONSOR

- Logo placement on event materials
- On-site branding opportunities
- Social media post(s)

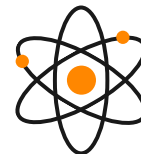
\$5,000+

CUSTOM PACKAGES/ GENERAL/IN-KIND

Tailored to meet your specific needs
and objectives

\$2,500+

SPONSORSHIP PACKAGES



MAIN EVENT SPONSOR

- Naming rights
- Premium logo placement
- Exclusive media coverage
- Dedicated social media campaign
- On-site branding opportunities

\$25,000+

EVENT SPONSOR

- Prominent logo placement
- VIP Access
- Dedicated social media campaign

\$10,000+

Board of Directors

- Oak Ridge Recreation & Parks Director Jon Hetrick
- Oak Ridge Recreation & Parks Deputy Director Seth Rodgers
- Oak Ridge Recreation & Parks Admin. Assistant Aleshia Fritts
- Conference Center and Event Supervisor Drew Jurad
- Oak Ridge Recreation & Parks Recreation Manager Julie Lee
- HR/Risk Program Administrator Cindi Gordon
- Senior Communications Specialist Lauren Gray

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