



2026

SPONSORSHIP
PACKAGES

Social Committee

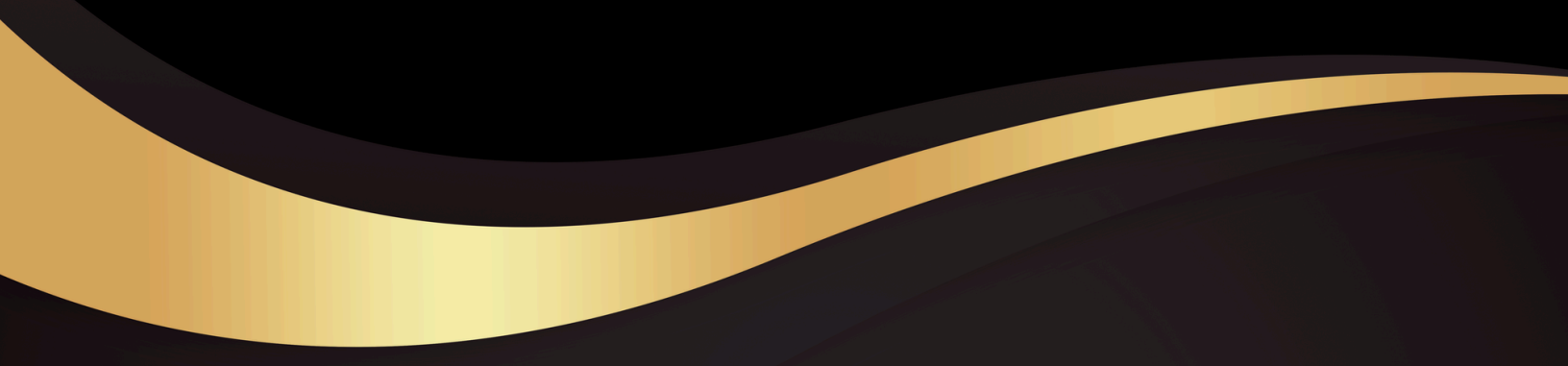
A photograph of a stone sign with the words "Eagle Watch" in a stylized font, set against a backdrop of lush greenery and flowers. The sign is partially obscured by a large black curved shape that covers the right side of the image.

ABOUT **US**

Eagle Watch is the premier residential community in Woodstock, GA featuring nearly 1400 homes and a diverse community of single professionals, families, and retirees.

Support our vibrant community and gain valuable exposure by becoming an official sponsor! Your sponsorship helps fund unforgettable events, family-friendly activities, and neighborhood traditions—while putting your business front and center.

As a sponsor, your brand will gain visibility across 10- 12 social events each year—from neighborhood mixers to holiday celebrations. Your support will enhance the community atmosphere and be promoted to all residents, offering effective and hyper-local engagement.

A decorative graphic at the bottom of the page consisting of two overlapping, wavy, curved lines. The top line is a dark grey or black, and the bottom line is a bright yellow or gold, creating a sense of movement and modern design.

Eagle Watch Community Audience Snapshot

 **Households: 1,380**

Homeowners & Housing Market

- Median Home Value: ~\$575,000
- Price Range: \$460,000 to \$875,000+ (some over \$1M)
- Most homes are owner-occupied, single-family residences
- Established, well-maintained neighborhood with golf course and amenities

Income & Economic Demographics

- Average Household Income: \$137,600
- Residents have strong spending power and are likely to support local businesses


Resident Age & Lifestyle

- Median Age: 40 years
- Community includes: Young professionals, Growing families, Active retirees.


Event Reach & Brand Exposure

10 Community Events Per Year

From seasonal festivals and live concerts to family fun days, holiday parties, and more — our events bring the community together all year long!

-  Attendance is high, and engagement is even higher.

Why Sponsor Eagle Watch?

- ✓ High-value target audience with strong community participation
- ✓ Trusted, local environment for meaningful brand exposure
- ✓ Multiple touchpoints throughout the year to build brand recognition and loyalty
- ✓ Cost-effective marketing with long-term visibility
-  Direct exposure to the entire Eagle Watch community

Financial Sponsorship Opportunities

Financial sponsorship benefits include:

- Logo placement on event flyers, signage and social media for your selected events.
- Recognition on event marketing materials.
- Dedicated event sponsor spotlight on social media.
- Mention in Words in Flight for your selected events.
- Opportunity to set up a branded booth at your selected events. for the sole purpose of representing and promoting only the sponsoring company at the selected event(s)

Platinum Sponsor – \$1,500

All financial sponsor benefits at 7 events of your choice plus a complimentary table at the Concert in the Park

Gold Sponsor – \$1,000

All financial sponsor benefits at 4 events of your choice plus a complimentary table at the Concert in the Park

Silver Sponsor – \$750

All financial sponsor benefits at 3 events of your choice

Bronze Sponsor – \$500

All financial sponsor benefits at 2 events of your choice

Single Event Sponsorship- (Resident) – \$300

All financial sponsor benefits at single event of your choice

Single Event Sponsorship- (Non- Resident) – \$1000

All financial sponsor benefits at single event of your choice

Any additional benefits must be outlined and approved by the Social Committee and the EW Board of Directors a minimum of 1 week in advance of the event.

Financial Sponsors will be the only sponsors permitted in 2026. Gift baskets, approved thru the Social Committee, will be the only exception for specific events when requested by the Social Committee. Financial sponsors and the Social Committee will be responsible for providing any and all prizes and/or awards at events.

Compliance and Conduct

As a sponsor, you agree to comply with all HOA rules, event policies and local regulations. The HOA reserves the right to remove or deny participation of any sponsor who's conduct or materials are deemed inappropriate, or any household not in compliance or with open violations.

Insurance (f applicable)

If requested by the HOA, you must provide the appropriate insurance for the event. If, as as sponsor, you will be using vendors where additional insurance and/or county clearance is required, it is your obligation to ensure all requirements are met to Cherokee County standards. The HOA assumes no responsibility for outside vendors.

Signage & Marketing Policy

To ensure consistency, fairness, and brand integrity across all Eagle Watch events, the Eagle Watch Social Committee is solely responsible for creating and providing all official event signage, banners, flyers, and social media materials. To ensure a cohesive look and feel across all platforms, all promotional content will be designed and published directly by the committee.

Event Setup Policy

Set-up privileges are exclusively reserved for paid financial sponsors as part of their sponsorship benefits. This policy keeps events organized and ensures our sponsors receive the visibility and appreciation their support deserves.

Use of Name and Logo

As a sponsor, you are granting the HOA permission to use your company name, logo and trademark for event promotion. You may reference your participation as an event sponsor in your own materials provided you do not imply HOA endorsement of your products or services and do not use any trademarked logos without the express written consent of the Social Committee and the EW Board of Directors.