



## **2022 Sponsorship Packet**

**September 17, 2022**

**Downtown Sparta**

**10:00 am – 4:30 pm**

### **EVENT OVERVIEW**

Want to enjoy a celebration of mountain heritage with food, live music, arts and crafts, demonstrators and other attractions? Right here in the Blue Ridge Mountains of Sparta, you will find a festival lining Main Street on September 17<sup>th</sup>. The Mountain Heritage Festival has something to offer everyone, as the streets are lined with artisans offering one-of-a kind items including pottery, jewelry, leather works, hand-dyed yarns, and more! Children can enjoy treats from the variety of food vendors, fun activities and live demonstrations available throughout the festival.

### **DEMOGRAPHICS**

**Anticipated 2022 attendance: 3,000-6,000**

The Mountain Heritage Festival appeals to foodies, art & music lovers, children, and anyone looking for an enjoyable day! There is something here for everyone. You'll find local citizens and out-of-town visitors participating in the day's events. There are activities and offerings for individuals, groups, and families!

### **WHY SPONSOR**

**Sponsorship is a great way to advertise your business, but where does your money go?**

Funds raised and donated to the Alleghany Chamber of Commerce in support or sponsorship of the Mountain Heritage Festival goes into paying for the advertising of the event, as well as the entertainment.

# 2022 SPONSORSHIP OPPORTUNITIES

## ASSOCIATE - \$250 SPONSORSHIP

- Your informational materials located at the Chamber Info Booth
- Your name on print advertising below presenting sponsor, as space permits
- Your name and link on the chamber website as an Associate Sponsor

## PATRON - \$500 SPONSORSHIP

You will be listed alphabetically in the second list of sponsors. Included are the following benefits:

- Main Street booth during the festival in the demonstrator's section
- Your name on print advertising below Event Sponsor
- Mention in all public service features for this event
- Mention on the event banner at the stage
- Your name and link on the event website as a Patron Sponsor

## EVENT - \$750 SPONSORSHIP

- You will be listed alphabetically in bold type in the first list of sponsors
- Main Street booth during the festival in the vendor section
- Your logo or name on print advertising below VIP Sponsor
- Mention in all public service features for this event
- Mention on the event banner at each stage
- Your logo & link on the chamber website as an Event Sponsor.

## VIP - \$1,000 SPONSORSHIP

- Exclusivity- You are our exclusive stage sponsors
- Your logo or name on print advertising below Premier Sponsor
- Mention in all public service features for this event
- Mention on the event banner below Premier Sponsor
- Your logo & link on the chamber website as a VIP Sponsor
- Main Street booth in the food area during the festival

## PREMIER - \$2,500 SPONSORSHIP

This event will be referred to as the Mountain Heritage Festival presented by Your Name. Being a Premier sponsorship affords you the following benefits:

- Exclusivity- You will have premier position in all advertising.
- You or your representative will be asked to give the official welcome to the crowd at the stage
- Your logo and name will appear on print advertising for this event
- Top mention in all radio advertising for this event
- Top mention in all public service features for this event
- Top mention on the event banner
- Premier placement of logo and link on the chamber website as a Premier Sponsor
- Main Street booth at the start of the vendor area during the festival

# SPONSORSHIP SELECTION FORM AND AGREEMENT

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Street Mailing Address

\_\_\_\_\_  
Contact Phone

\_\_\_\_\_  
City State

\_\_\_\_\_  
Zip Code

\_\_\_\_\_  
Email

\_\_\_\_\_  
Website

## SELECT A SPONSORSHIP LEVEL

- Premier Sponsor- \$2,500
- VIP Sponsor- \$1000
- Event Sponsor- \$750
- Patron- \$500
- Associate- \$250

## PAYMENT INFO

### Sponsorship Amount \$

**Check Enclosed**  
(Payable to Alleghany Chamber of Commerce)

**Bill Me**

This agreement is made between the Sponsor named above at the address listed above and the Alleghany County Chamber of Commerce, P.O. Box 1237 Sparta, NC 28675. The Sponsor desires to have an affiliation with the Mountain Heritage Festival held on Main Street Sparta, NC and whereas the Alleghany Chamber of Commerce organizes the Mountain Heritage Festival.

The Alleghany Chamber of Commerce agrees to provide the products and services as they pertain to Sponsorship Level selected above. The deadline for signed sponsor forms is **August 1, 2022**.

\_\_\_\_\_  
Signature for Sponsor

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Alleghany Chamber of Commerce

\_\_\_\_\_  
Date