



September 29 & 30, 2018

Did you hear that last year's Dancing Goats FolkFest was one of the most successful first-time events yet downtown?

So many people had fun at this Saturday-go-to-town shindig that we're expanding this year. Our goal is to celebrate and preserve North Georgia's folk arts traditions (visual, musical, and oral), create economic opportunity for folk artists, and build community and visitor interest in Gilmer County. We are organized under the nonprofit Downtown Ellijay Business and Community Association. Profits will again be earmarked for a downtown art installation or arts education project and improving the festival next year. We have raised about half what we want to spend on the arts project.

We expect a minimum of 30 folk artists, three storytellers, and half a dozen folk and bluegrass musicians or bands, as well as several food vendors to participate.

Such a great event would not have been possible without last year's sponsors, including the Gilmer County Chamber of Commerce, Don't you agree that events like this work best when we all work together? We know you are interested in building Gilmer County for better business, for our children, and for visitors. Preserving the heritage that makes us unique is a great way to do that.

You can help by publicizing the event, by finding folk artists, and by sponsorship in several ways. Advertising the event to bring visitors and neighbors alike is particularly vital. So we have listed here financial sponsorship levels and how your company or group can benefit. There are several opportunities for in-kind sponsorship, and we are open to any other suggestions for other methods of involvement.

## Sponsorship Levels

### Platinum Sponsor - \$1,000

The sponsor's name, logo, and link included on social media platforms and in radio, cable, and print advertising (including Thank You ad)

Name and logo displayed on all festival banners

Your own banner prominently displayed

Your own space (in keeping with the theme)

Announced as sponsor throughout the day

You name a goat in the Goat Gallery

VIP parking

Twenty Goat Gallery raffle tickets (goat themed folk art)

Four Apple Festival tickets

Six T-shirts

### Gold Sponsor - \$750

The sponsor's name, logo, and link included in social media platforms and in radio, cable, and print advertising (including Thank You ad)

Name and logo displayed on all festival banners

Announced as sponsor throughout the day

VIP parking

Fifteen Goat Gallery raffle tickets

Two Apple Festival Tickets

Four T-shirts

### Silver Sponsor - \$500

The sponsor's name, included in social media platforms and in radio, cable, and print advertising (including Thank You ad)

Name and logo on festival location banner

Announced as sponsor throughout the day

Ten Goat Gallery raffle tickets

Three T-shirts

### Bronze Sponsor - \$250

The sponsor's name, included in social media platforms and in radio, cable, and print advertising (including Thank You ad)

Name on festival banner

Announced as sponsor throughout the day

Seven Goat Gallery raffle tickets

Three T-shirts

### Festival Friend - \$100

Name displayed on social media platforms and in festival program

Three Goat Gallery raffle tickets

Announced as sponsor throughout the day

One T-shirt

Inclusion in Thank You ad

## In-kind Sponsorship Opportunities

Printing of 150 posters = \$250 sponsorship  
T-shirts = \$500 sponsorship  
Security = \$250 sponsorship  
Story teller stipends = \$250 sponsorship  
Musician stipends = \$250 sponsorship  
Children's free form painting = Sponsor Named  
Vendor accommodations = \$250-\$500 sponsorship  
Advertising, fliers, banners and signs – according to negotiated value

Thank you for considering this opportunity for us to work together.

Mona Lowe, chair

478.718.6596

[monaplowe@yahoo.com](mailto:monaplowe@yahoo.com)

Kathy Robinson, Barbara Simmons, board

Return to Dancing Goats FolkFest, c/o Mustlove Art, 58 N. Main St. Ellijay GA 30540

## Dancing Goats FolkFest

ELLIJAY, GA.

Sponsorship Invoice

Business Name \_\_\_\_\_

Physical address \_\_\_\_\_

Mailing Address if different \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Sponsorship Level \$1,000 \_\_\_\_\_ \$750 \_\_\_\_\_ \$500 \_\_\_\_\_ \$250 \_\_\_\_\_ \$100 \_\_\_\_\_

In-Kind Sponsorship Service \_\_\_\_\_

Check enclosed (X) \_\_\_\_\_ or \_\_\_\_\_

We will contact you about receiving logos, wording for announcements, etc.

*As a sponsor, I agree to release and hold harmless and indemnify the Dancing Goats FolkFest Board, DEBCA, the City of Ellijay, and any involved private property owner, all sponsors, and all volunteers from any responsibility, personal liability, loss or damage in connection with the festival.*

Signature \_\_\_\_\_ Date \_\_\_\_\_