

2022 SPONSORSHIP OPPORTUNITIES





Why partner with Heart of Brevard?

Historic Downtown Brevard, cradled by the Pisgah National Forest, is the safe, walkable center of our community. Lined with diverse independent businesses, downtown serves as the crossroads to exceptional outdoor recreation and is a thriving hub for the arts.

Join Heart of Brevard in our mission to support our downtown by creating a gathering place for the community, strengthening the economic vitality of the downtown district and preserving and sustaining our rich heritage.

HEART OF BREVARD'S 2022 EVENT LINE UP



Arts in March

Saturday, March 26

Sunday, March 27

Celebrating arts and culture in downtown Brevard, this two-day art walk attracts visitors to downtown with live music, artist demonstrations, special offers at participating businesses and more.

Approximate Attendance: 2,000-3,000



made brevard

Saturday, March 26

Sunday, March 27

made brevard is Heart of Brevard's first-ever makers and creators market. Held in conjunction with Arts in March, the open-air market will highlight local and regional artists. This experience seeks to connect artists with current and future fans while celebrating Brevard's incredible arts community.

Approximate Attendance: 2,000-3,000



Saturday Stroll Series

4th Saturday of the Month, April-August

Held monthly, Heart of Brevard's Saturday Strolls are free and open to everyone to enjoy a self-guided tour of shops, galleries and participating businesses featuring curated events and promotions. Attendees can experience local art, meet artists, enjoy live music and grab a bite to eat as they stroll through beautiful downtown Brevard.

Approximate Attendance: 2,000-3,000 per event

HEART OF BREVARD'S 2022 EVENT LINE UP

White Squirrel Weekend

June 3-4

The beloved White Squirrel Festival combines a stellar live music line-up, a smorgasboard of tasty offerings from vendors and local craft breweries, plus fun activities for the whole family into one fantastic event.
Approximate Attendance: 30,000

Tuesday Night Block Party Series

Tuesday Nights, June 14 -August 2

Held weekly, mid-June through early August, Heart of Brevard's Tuesday Night Block Party series offers free fun for the entire family. Attendees can experience the decades-long tradition of our Old Time Street Dances, as well as the LEAF Global Arts Easel Rider, performances by LEAF Global Arts and other live music and entertainment.

Approximate Attendance: 300 per event

Independence Day Celebration

July 4

It's a red, white squirrel and blue 4th of July in downtown Brevard! The festivities have something for the entire family including Sycamore Cycles Patriotic Bike Parade, Transylvania Community Arts Council Arts Showcase, Transylvania Cruisers Classic Car Show, local food vendors and children's activities. Join elected officials for the Memorial Flag Raising ceremony and reading of the Declaration of Independence. After dark, find a spot to sit and enjoy the impressive display of fireworks as they fill the night sky with colors and light!

Expected Attendance: 7,000

Art Is In the Air En Plein Air Festival

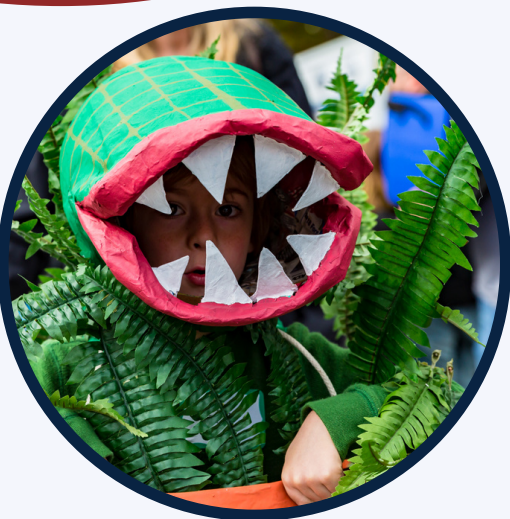
Fall 2022 Dates TBD

Art Is In the Air invites artists to our beautiful downtown to practice their craft outdoors with the Heart of Brevard as their subject. Works created during the event are displayed in a Wet Paint Sale at the end of the weekend. Event attendees are invited to come enjoy downtown, see the artists at work and come back to purchase their favorite pieces at the sale.

Approximate Attendance: 2,000-3,000



HEART OF BREVARD'S 2022 EVENT LINE UP



Halloweenfest & Spooky Stroll

Saturday, October 29

Count Dracula may not live full time in Transylvania County, but we're pretty sure he clears his schedule every year for Heart of Brevard's Halloweenfest, held annually on the Saturday before Halloween. This "fangtastic" event features family-friendly fun, including downtown trick or treat, a pumpkin carving competition, our annual costume contest and a lively downtown open house!

Approximate Attendance: 7,000



HeART of the Season

Saturday, November 19

Sunday, November 20

Held the weekend before Thanksgiving, this two-day event celebrates the best of what our local creators have to offer across the full spectrum of arts expression: visual, performing, writing, culinary, fashion and healing. Come experience the vibrant arts community, explore downtown and kick off the holiday shopping season at this self-guided art walk and downtown open house.

Approximate Attendance: 3,000



Light Up the Night

December 3

Light Up the Night each holiday season in downtown Brevard! At this event, visitors immerse themselves in an evening of wonder with our twinkling lights, illuminated snowflakes and decorated storefronts. This event features the official tree-lighting ceremony, live music, food trucks, shopping and festivities for the entire family.

Approximate Attendance: 5,000

OTHER SPONSORSHIP OPPORTUNITIES



Holiday Windows Competition & Walking Tour

Begins Friday, November 18

Downtown businesses in the Heart of Brevard decorate their windows with spectacular, eye-popping displays for all to enjoy. The holiday window competition showcases festive and fun windows, mirroring the Chamber's annual Christmas parade theme. A panel of celebrity judges vote on the windows for winners in five categories. Visitors to downtown can also vote for their favorite window to win the People's Choice Award.

Estimated Exposure: 10,000



Think Local Transylvania

Brought to you by the Heart of Brevard and the Brevard/Transylvania Chamber of Commerce, Think Local Transylvania's mission is to support small local businesses and nonprofits, foster county-wide togetherness, celebrate our unique place, and grow a thriving and resilient economy for all in Transylvania County through a fresh marketing campaign and strong community membership.

Estimated Exposure: The program currently has over 100 members consisting of local businesses and nonprofits county-wide.



Finding the Right Fit

Not sure that these opportunities meet your needs? Want to talk to us about Gift In Kind support? We're here to help. Reach out and we'll work with you to find a customized option that fits you and your unique organization!

Please email us at info@brevardnc.org or call us at 828-884-3278.

ANNUAL SPONSORSHIP BENEFITS



Platinum Sponsor \$5,000

- Prominent promotional billing for all 2022 HOB events.
- Inclusion on event stage banners.
- Inclusion on all marketing and promotional materials for all HOB events including posters, print ads, press releases, website, radio ads, event t-shirt and other collateral.
- Organization highlighted in social media and newsletter.
- Organization recognized in stage announcements.
- Yearlong business listing and link on HOB website.
- Eight event t-shirts, by request.
- 10x10 space on site for sponsor activation, by request, at all 2022 HOB events.
- Organization information distribution at HOB event info booth.
- Invitation to HOB's annual appreciation event.

Gold Sponsor \$3,000

- Inclusion on all marketing and promotional materials for three HOB events including posters, event t-shirt, print ads, website, radio ads and other collateral.
- Inclusion on event stage banners.
- Organization highlighted in social media and newsletter.
- Organization recognized in stage announcements.
- Yearlong business listing and link on HOB website.
- Four event t-shirts, by request.
- 10x10 space on site for sponsor activation, by request, at all 2022 HOB events.
- Organization information distribution at HOB event info booth.
- Invitation to HOB's annual appreciation event.



ANNUAL SPONSORSHIP BENEFITS



Silver Sponsor \$1,500

- Inclusion on all marketing and promotional materials for two HOB events including print ads, press releases, website, newsletter, social media and radio ads.
- Yearlong business listing and link on HOB website.
- 10x10 space on site for sponsor activation, by request, at an HOB event of your choice.
- Two event t-shirts, by request.
- Organization information distribution at HOB event info booth.
- Invitation to HOB's annual appreciation event.

Bronze Sponsor \$1,000

- Inclusion on all marketing and promotional materials for one Heart of Brevard event including print ads, press releases, website, newsletter, social media and radio ads.
- Yearlong business listing and link on HOB website.
- Organization information distribution at HOB event info booth.
- Invitation to HOB's annual appreciation event.



Gift In Kind Opportunities

We'd love to discuss all the ways our organization can work with yours, including gift in kind opportunities. Reach out to us at info@brevardnc.org or 828-884-3278 to start the conversation.



CURRENT SPONSORS & COMMUNITY PARTNERS



The City of
Brevard
North Carolina



**D.D. Bullwinkel's
Outdoors**

**Rocky's Soda
Shop**

**Rocky's Corner
Market**

The UPS Store

**Connestee
Falls Realty**

**The Transylvania
Times**

Comporium

**Territory
Brevard**

PLATT

**The Lucy Clark
Gallery & Studio**

**United
Community Bank**

**Looking
Glass Realty**

**Blue Zones
Project**

**Brevard Brewing
Company**

**Broad Street
Wines**

The Laurel of Asheville

**Brevard
Insurance**

**Bunnell Lammons
Engineering**

**First Citizens
Bank**



THANK YOU.

We look forward to
working with you.

info@brevardnc.org
828-884-3278

