



2023

SPONSORSHIP OPPORTUNITIES **HEART OF BREVARD**

  @heartofbrevard

www.brevardnc.org/sponsorships



WHY PARTNER WITH HEART OF BREVARD?

Our sponsors and community partners are crucial to the future of a vibrant and thriving downtown Brevard. Financial support from our sponsors helps fund our signature events and annual initiatives to engage the community and support local businesses. Being a downtown sponsor is a great way to promote your business at fun, family-friendly community events while helping draw attention to our downtown revitalization efforts.

Please consider sponsoring Heart of Brevard in 2023. We are happy to offer customized sponsorship packages based on your interests and goals.

200+
BUSINESSES

30,000+
EVENT ATTENDEES

10K
SHOPPING & DINING GUIDES DISTRIBUTED

SOCIAL MEDIA + NEWSLETTER REACH

8.9K
Facebook Followers

3K
Instagram Followers

5K
Newsletter Subscribers

108K
Facebook Reach
in 2022

14K
Instagram Reach
in 2022

40%
Newsletter Open Rate

OUR MISSION...

Heart of Brevard is **creating** a gathering space for the community, **strengthening** the economic vitality of the downtown Brevard district and **preserving** and **sustaining** our rich heritage.

OUR VISION...

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.



SPONSORSHIP BENEFITS

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Friend

1 event t-shirt, by request

Invitation to HOB's annual appreciation event

Yearlong listing and link on HOB website

\$500



Community

Access for **2** to HOB's White Squirrel Weekend **VIP Tent**

10x10 space on site for sponsor activation, by request, at **1 HOB event** of your choice

Inclusion on all marketing and promotional materials for **1 HOB event**, including print ads, press releases, website, newsletter and social media

Invitation to HOB's annual appreciation event

Yearlong listing and link on HOB website

\$1,000



Foundation

Organization information distribution at HOB event info booth

Access for **4** to HOB's White Squirrel Weekend **VIP Tent**

2 event t-shirts, by request

10x10 space on site for sponsor activation, by request, at **2 HOB events** of your choice

Inclusion on all marketing and promotional materials for **2 HOB events**, including print ads, press releases, website, newsletter and social media

Invitation to HOB's annual appreciation event

Yearlong listing and link on HOB website

\$2,000



Preservation

WSQL spotlight an on-air interview

"Sponsor News" social media highlight

Recognition on event stage banners

Organization information distribution at HOB event info booth

Access for **6** to HOB's White Squirrel Weekend **VIP Tent**

4 event t-shirts, by request

10x10 space on site for sponsor activation, by request, at **3 HOB events** of your choice

Inclusion on all marketing and promotional materials for **3 HOB events**, including print ads, press releases, website, newsletter and social media

Invitation to HOB's annual appreciation event

Yearlong listing and link on HOB website

\$3,000



Revitalization

Prominent promotional billing for **all 2023 HOB events**, including print ads, press releases, website, newsletter, social media and radio ads

Recognition in stage announcements and on stage banners

Newsletter spotlight

WSQL spotlight and on-air interview

"Sponsor News" social media highlight

Organization information distribution at HOB event info booth

Access for **8** to HOB's White Squirrel Weekend **VIP Tent**

8 event t-shirts, by request

10x10 space on site for sponsor activation, by request, at **all HOB events**

Invitation to HOB's annual appreciation event

Yearlong listing and link on HOB website

\$5,000+

EVENT SPONSORSHIP OPPORTUNITIES

WHITE SQUIRREL WEEKEND

presented by DD Bullwinkel's Outdoors

May 26th-28th, 2023

Our signature event, White Squirrel Weekend, combines a stellar live music line-up, and an assortment of festive offerings including craft vendors, local craft breweries and fun activities for the whole family.

Approximate Attendance: 30,000



VIP TENT

\$1500, 2 Available

Prominent placement in event promotions including event website, newsletter, community posters, event signage and recognition in event program guide

Access to HOB's White Squirrel Weekend VIP Tent

2 event t-shirts, by request

On-site promotional signage

Social Media Spotlight

Verbal recognition by event emcee

EVENT T-SHIRT

presented by Poplar & Ash

Prominent logo placement on event t-shirt

Access to HOB's White Squirrel Weekend VIP Tent

4 event t-shirts, by request

On-site promotional signage

Social Media Spotlight

Verbal recognition by event emcee



YOUTH ACTIVITIES

\$500, 2 Available

Logo printed on event website, newsletter, community posters, event signage and recognition in event program guide

1 event t-shirt, by request

Social Media Spotlight

Verbal recognition by event emcee

PHOTO BOOTH

\$1000, 1 Available

Logo printed on event website, newsletter, community posters, event signage and recognition in event program guide

2 event t-shirts, by request

Social Media Spotlight

Verbal recognition by event emcee

FRIEND OF THE FESTIVAL

**\$100 Individual
\$250 Business**

Recognition in our full color festival guide and name listed event website

EVENT SPONSORSHIP OPPORTUNITIES

ART IS IN THE AIR: PLEIN AIR FESTIVAL

presented by The Lucy Clark Gallery & Studio

September 11-16, 2023

Art is in the Air Plein Air Festival is an open enrollment plein air painting event that concludes with a Wet Paint Show & Sale on Saturday, September 16th. It is held in conjunction with a downtown street festival featuring fine art vendors, local makers, food vendors and more! The event celebrates the tradition of outdoor painting by welcoming artists from across the region to share their talents and beauty of downtown Brevard and surrounding areas.

Approximate Attendance: 5,000



ARTIST RECEPTION

\$1500
2 Available

Logo printed on event website, newsletter, community posters, event signage and recognition in festival program guide

1/2 Page ad in Festival Program Guide

4 tickets to the artists reception or 4 tickets to the "Wet Paint" preview on Sunday morning

Verbal recognition by event emcee

QUICK DRAW AWARDS

\$1500
2 Available

Logo printed on event website, newsletter, community posters, event signage and recognition in festival program guide

1/2 Page ad in Festival Program Guide

Award your own special ribbon to painting of your choice in the public adult category

Verbal recognition by event emcee

4 tickets to artists reception or 4 tickets to the "Wet Paint" preview on Sunday morning

ARTIST DEMONSTRATION

\$500
2 Available

Logo printed on event website, newsletter, community posters, event signage and recognition in festival program guide

1/2 Page ad in Festival Program Guide

2 tickets to the artists reception or 2 tickets to the "Wet Paint" preview on Sunday morning

Verbal recognition by event emcee

HOSPITALITY SPONSORSHIP

\$500
2 Available

Logo printed on event website, newsletter, community posters, event signage and recognition in festival program guide

1/2 Page ad in Festival Program Guide

2 tickets to the artists reception or 2 tickets to the "Wet Paint" preview on Sunday morning

Verbal recognition by event emcee

made brevard MARKET

presented by
Territory Brevard

Logo printed on event website, newsletter, community posters, event signage and recognition in festival program guide

1/4 Page ad in Festival Program Guide

Verbal recognition by event emcee

FRIEND OF THE FESTIVAL

\$100 Individual
\$250 Business

Recognition in our full color festival guide and name listed event website

EVENT SPONSORSHIP OPPORTUNITIES

HALLOWEENFEST

presented by Brevard Insurance Agency

October 28th, 2023

Count Dracula may not live full time in Transylvania County, but we're pretty sure he clears his schedule every year for our Halloweenfest! Held annually in downtown, this fang-tastic event features FREE family-friendly inflatables, the annual costume competition and parade, street vendors and downtown trick or treating.

Approximate Attendance: 5,000



COSTUME CONTEST

\$1000

1 Available

Prominent placement in event promotions including event website, newsletter, community posters, event signage and recognition in event program guide

On-site promotional signage

Social Media Spotlight

Verbal recognition by event emcee

PET PARADE + COSTUME CONTEST

\$500

2 Available

Logo printed on event website, newsletter, community posters, event signage and recognition in event program guide

Social Media Spotlight

Verbal recognition by event emcee



AXE THROWING

\$1000

1 Available

Prominent placement in event promotions including event website, newsletter, community posters, event signage and recognition in event program guide

On-site promotional signage

Social Media Spotlight

Verbal recognition by event emcee

YOUTH ACTIVITIES

\$500

2 Available

Logo printed on event website, newsletter, community posters, event signage and recognition in event program guide

Social Media Spotlight

Verbal recognition by event emcee

FRIEND OF THE FESTIVAL

\$100 Individual

\$250 Business

Recognition in our full color festival guide and name listed event website

EVENT SPONSORSHIP OPPORTUNITIES

LIGHT UP THE NIGHT

presented by Connestee Falls Realty

December 1st, 2023

Light up the Night each holiday season in downtown Brevard! This event includes the official tree-lighting ceremony on the courthouse lawn with caroling, shopping and festivities for the entire family.

Approximate Attendance: 3,000



LETTERS TO SANTA

presented by
Connestee Falls Realty

Logo printed on event website, newsletter, community posters, event signage and recognition in event program guide

Social Media Spotlight

Verbal recognition by event emcee

S'MORES + FIREPITS

\$500
2 Available

Logo printed on event website, newsletter, community posters, event signage and recognition in event program guide

Social Media Spotlight

Verbal recognition by event emcee

ENTERTAINMENT

\$500
2 Available

Logo printed on event website, newsletter, community posters, event signage and recognition in event program guide

Social Media Spotlight

Verbal recognition by event emcee

FRIEND OF THE FESTIVAL

\$100 Individual
\$250 Business

Recognition in our full color festival guide and name listed event website



ADDITIONAL SPONSORSHIP OPPORTUNITIES

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.



HOB ANNUAL MEETING

This yearly gathering is open to Heart of Brevard business owners, property owners and residents. At this meeting the organization celebrates the previous year's accomplishments and priorities for the upcoming year. Dinner, networking and presentations from Heart of Brevard and the City of Brevard round out an evening of celebration and visioning for the year ahead.



VOLUNTEER PROGRAM + APPRECIATION EVENT

Our volunteers are the HEART of our organization! Did you know it takes nearly 100 volunteers for White Squirrel Weekend, 75 for our Downtown Clean Up Days and another 40 for Halloweenfest? Sponsorship of our volunteer program helps to cover costs of t-shirts, shift perks and our annual appreciation event.



DOWNTOWN CLEAN UP DAY

Held annually, Downtown Clean Up day brings together volunteers who are dedicated to keeping downtown looking its best for locals and visitors.



SPONSORS & COMMUNITY PARTNERS



The City of
Brevard
North Carolina



**Duke Energy
Foundation**

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

**Rocky's Soda
Shop**

**Rocky's Corner
Market**

**The Lucy Clark
Gallery & Studio**

PLATT

**Looking
Glass Realty**

Comporium

**Connestee
Falls Realty**

**Brevard
Insurance**

**Brevard
Marketplace**

**The UPS
Store**

**The Transylvania
Times**

**Oskar Blues
Brewery**

**Territory
Brevard**

**United Community
Bank**

**WSQL
Radio**

**Blue Ridge
Orthodontics**

**3oak
Handcrafted**

**Harper General
Contractors**

**Broad Street
Wines**

**Brevard
Brewing Co.**

**Land of Waterfalls
Camera Club**

**The Laurel
of Asheville**

**First Citizens
Banks**

**Bunnell Lammons
Engineering**

**Bartlett Tree
Experts**

**Advanced
Business Equipment**

**Blue Zones
Project**

**Brown Bean
Coffee Roasters**

East Coast Tags

STAY UP TO DATE
ON ALL THINGS HOB!

**SUBSCRIBE TO
OUR NEWSLETTER!**



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www.brevardnc.org

