

# 2024 SPONSORSHIP OPPORTUNITIES



[BREVARDNC.ORG/SPONSORSHIPS](https://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 2024. We are happy to offer customized sponsorship packages based on your interests and goals.

**200+**  
BUSINESSES

**35K**  
EVENT ATTENDEES

**16K**  
SHOPPING & DINING  
GUIDES DISTRIBUTED

## SOCIAL MEDIA + NEWSLETTER REACH

**9.9K**  
FACEBOOK FOLLOWERS

**3.5K**  
INSTAGRAM FOLLOWERS

**5K**  
NEWSLETTER FOLLOWERS

**150K**  
FACEBOOK REACH IN 2023

**11K**  
INSTAGRAM REACH IN 2023





















**45%**  
NEWSLETTER OPEN RATE

## OUR MISSION + VISION

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.

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.

# BENEFITS OF SPONSORSHIP

SPONSORSHIP PACKAGE INCLUDES	FRIEND \$500	COMMUNITY \$1,000	FOUNDATION \$2,000	PRESERVATION \$3,000	REVITALIZATION \$5,000+
Access to HOB's White Squirrel Weekend VIP Hospitality Package		<b>2</b> TICKETS	<b>4</b> TICKETS	<b>6</b> TICKETS	<b>8</b> TICKETS
Event t-shirts, by request	<b>1</b>		<b>2</b>	<b>4</b>	<b>8</b>
10x10 space on site for sponsor activation, by request, HOB events of your choice		<b>1</b> EVENT	<b>2</b> EVENTS	<b>3</b> EVENTS	<b>ALL</b> EVENTS
Inclusion on all marketing and promotional materials for HOB events, including print ads, press releases, website, newsletter and social media		<b>1</b> EVENT	<b>2</b> EVENTS	<b>3</b> EVENTS	<b>ALL</b> EVENTS PROMINENT PLACEMENT
Invitation to HOB Annual Appreciation Dinner and Meeting					
Yearlong listing and link on HOB website					
Organization information distribution at HOB event info booth					
Recognition on event stage banners					
WSQL spotlight an on-air interview					
"Sponsor News" social media highlight					
Newsletter Spotlight					

# EVENT SPONSORSHIP OPPORTUNITIES



**PRESENTED BY**  
D.D. Bullwinkel's Outdoors

**MAY 24-26, 2024**

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 HOSPITALITY PACKAGE: \$3,000 | 2 Available**

- Prominent placement in event promotions including stage scrims/banners, event website, newsletter, community posters, and event guide
- Access to HOB's White Squirrel Weekend VIP Hospitality Package
- 2 event t-shirts, by request
- On-site promotional signage
- Social Media Spotlight
- Verbal recognition by event emcee

## **STAGE SPONSOR: Start at \$2,000**

- Prominent placement in event promotions including stage scrims/banners, event website, newsletter, community posters, and event guide
- Access to HOB's White Squirrel Weekend VIP Hospitality Package
- 2 event t-shirts, by request
- On-site promotional signage
- Social Media Spotlight
- Verbal recognition by event emcee

## **EVENT WRISTBAND SPONSOR: \$3,000**

- Prominent placement in event promotions including stage scrims/banners, event website, newsletter, community posters, and event wristbands
- Access to HOB's White Squirrel Weekend VIP Hospitality Package
- 2 event t-shirts, by request
- On-site promotional signage
- Social Media Spotlight
- Verbal recognition by event emcee

## **EVENT T-SHIRT: \$1,500**

- Prominent logo placement on event t-shirt
- Access to HOB's White Squirrel Weekend VIP Hospitality Package
- 4 event t-shirts, by request
- On-site promotional signage
- Social Media Spotlight
- Verbal recognition by event emcee

## **YOUTH ACTIVITIES: \$1,000-\$3,000**

- Logo printed on stage scrims/banners, event website, newsletter, community posters, and event guide
- 1 event t-shirt, by request
- Social Media Spotlight
- Verbal recognition by event emcee



- 3 DAYS OF MUSIC
- 10+ BANDS
- VENDORS
- BEER GARDEN
- FREE FAMILY FUN



## **FRIEND OF THE FESTIVAL**

**\$100 Individual | \$250 HOB Businesses Only**

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



## **ARTISTS RECEPTION & PATRON PREVIEW: \$2,000 | 4 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
- Verbal recognition by event emcee

## **QUICK DRAW AWARDS: \$2,000 | 3 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

## **ARTIST DEMONSTRATION: \$500 | 4 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
- Verbal recognition by event emcee

## **WET PAINT TENT SHOW & SALE: \$1,000 | 4 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
- Verbal recognition by event emcee

## **HOSPITALITY SPONSORSHIP: \$500 | 4 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 Saturday morning
- Verbal recognition by event emcee

## **ENTERTAINMENT: \$1,000 | 2 Available**

- 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



**PRESENTED BY**  
Sponsorship Available

**SEPTEMBER 9-14, 2024**

Brevard 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**

## **FRIEND OF THE FESTIVAL**

**\$100 Individual | \$250 HOB Businesses Only**

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



# A SNAPSHOT OF PAST EVENTS





# A SNAPSHOT OF PAST EVENTS





# EVENT SPONSORSHIP OPPORTUNITIES



**PRESENTED BY**  
Brevard Insurance

**OCTOBER 26, 2024**

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**

## **FRIEND OF THE FESTIVAL**

**\$100 Individual | \$250 HOB Businesses Only**

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

### **COSTUME CONTEST: \$1,000 | 3 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-\$1,000 | 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: \$1,000 | 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

### **ENTERTAINMENT: \$1,000 | 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

### **YOUTH ACTIVITIES: \$500-\$3,000 | 3 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





**LETTERS TO SANTA: 1 Available**

*Sponsored 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

**YOUTH ACTIVITIES: \$500-\$1,500 | 4 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-\$1,000 | 4 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



**PRESENTED BY**  
Sponsorship Available

**DECEMBER 7, 2024**

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**

**PRESENTED BY**  
Comporium

A logo for 'HOLIDAY WINDOWS COMPETITION' featuring a string of colorful heart-shaped lights in red, orange, yellow, green, and purple. Below the lights, the text 'HOLIDAY WINDOWS COMPETITION' is written in a bold, black, sans-serif font. The entire logo is enclosed in a black rectangular border.

**FRIEND OF THE FESTIVAL**  
\$100 Individual | \$250 HOB Businesses Only  
Recognition in our full color festival program guide and name listed on event website.

# ADDITIONAL SPONSORSHIP OPPORTUNITIES



## **DOWNTOWN CLEAN-UP DAY | APRIL 20, 2024 | FALL DATE TBD**

**Starts at \$500**

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



## **HOB ANNUAL MEETING | FEBRUARY 29, 2024**

**\$500-\$2,000**

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.



## **OLD TIME STREET DANCES | JUNE, JULY & AUGUST (DATES TBD)**

**Presenting Sponsor \$3,000 | Entertainment \$500-\$1,500**

Brevard and Transylvania County, known for rich cultural heritage and vibrant community spirit, will host a series of Old Time Street Dances beginning in June and running through the fall. Residents and visitors alike are invited to join in this decades long tradition as the county comes alive with the joyous sounds of music and family-friendly dancing.



## **VOLUNTEER PROGRAM + APPRECIATION EVENT**

**\$500-\$2,000**

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.



# PARTNERS

SPONSORS + COMMUNITY



**Duke Energy  
Foundation**



The City of  
*Brevard*  
North Carolina

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



**Rocky's Corner  
Market**

**Bartlett  
Tree Experts**

**Brevard  
Insurance**

**Looking Glass  
Realty**

**Joe Chapman  
Roofing**

**Ty Hendrix  
Investment Management**

**Blue Ridge  
Orthodontics**

**Brevard Pizza Works**

**Connestee Falls  
Realty**

**Bunnell Lammons  
Engineering**

**Comporium**

**The UPS  
Store**

**3Oak  
Handcrafted**

**Kilwins**

**Renewal By  
Andersen**

**Grand Olde  
Station**

**Blue Moon  
Metal Prints**

**Harper General  
Contractors**

**First Citizens  
Bank**

**Transylvania  
County**

**PLATT  
Home**

**Oskar Blues  
Brewery**

**United Community  
Bank**

**Southern Quality  
Company**

**Poplar & Ash**

**Broad Street Wines**

**The Laurel  
of Asheville**

**The Brown Bean  
Coffee Roasters**

**PLATT**

**Territory  
Brevard**

**The Transylvania  
Times**

**Bath Fitter**

**Starfangled  
Press**

**The Children's Center of  
Transylvania County Emporium**

**WSQL  
Radio**

**Land of Waterfalls  
Camera Club**

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