

2024 SPONSORSHIP OPPORTUNITIES



[BREVARDNC.ORG/SPONSORSHIPS](https://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		2 TICKETS	4 TICKETS	6 TICKETS	8 TICKETS
Event t-shirts, by request	1		2	4	8
10x10 space on site for sponsor activation, by request, HOB events of your choice		1 EVENT	2 EVENTS	3 EVENTS	ALL EVENTS
Inclusion on all marketing and promotional materials for HOB events, including print ads, press releases, website, newsletter and social media		1 EVENT	2 EVENTS	3 EVENTS	ALL 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 T-SHIRT: \$1,500

- 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

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

FRIEND OF THE FESTIVAL

\$100 Individual | \$250 HOB Businesses Only

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

APPLICATION CLOSED



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



EVENT SPONSORSHIP OPPORTUNITIES

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



EVENT SPONSORSHIP OPPORTUNITIES

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

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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