

2025 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's events and programs. We are happy to offer customized sponsorship packages based on your interests and goals.

200+
BUSINESSES

75K
EVENT ATTENDEES

16K
SHOPPING & DINING
GUIDES DISTRIBUTED

SOCIAL MEDIA + NEWSLETTER REACH

10.6K
FACEBOOK FOLLOWERS

3.9K
INSTAGRAM FOLLOWERS

6K
NEWSLETTER READERS

723.4K
FACEBOOK REACH IN 2024

231.5K
INSTAGRAM REACH IN 2024

64%
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

Heart of Brevard sponsors and partners play a vital role in fostering a vibrant and thriving downtown community. We invite you to consider sponsoring an event or program in 2025. Tailored sponsorship packages can be designed to align with your specific interests and goals

SPONSORSHIP PACKAGE INCLUDES	FRIEND \$500	SUPPORTER \$1,000	ADVOCATE \$2,500	PARTNER \$5,000	AMBASSADOR \$10,000
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



PRESENTING SPONSOR
\$8,000 | 1 Available

MAY

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+

FRIEND OF THE FESTIVAL

\$250 HOB Businesses Only

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

VIP HOSPITALITY PACKAGE: \$3,000

- Prominent placement in event promotions including stage scrim/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

ENTERTAINMENT SPONSOR: \$3,000

- Prominent placement in event promotions including stage scrim/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 scrim/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: \$2,000

- 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 scrim/banners, event website, newsletter, community posters, and event guide
- 1 event t-shirt, by request
- Social Media Spotlight
- Verbal recognition by event emcee



Give us a call and let us work together to find something that gets you seen and noticed at this year's White Squirrel Weekend.



EVENT SPONSORSHIP OPPORTUNITIES

ENTERTAINMENT SPONSOR: \$2,000

- Prominent placement in event promotions including stage scrims/banners, event website, newsletter, community posters, and event guide
- On-site promotional signage
- Social Media Spotlight
- Verbal recognition by event emcee

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

- Prominent placement in event promotions including 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



PRESENTING SPONSOR

\$3,000 | 1 Available

JULY 4TH

Shindig on Main, a vibrant and community-focused celebration of Independence Day, will be held in the heart of downtown Brevard on July 4th. The event will kick off with a patriotic flag raising ceremony, followed by a reading of the Declaration of Independence by elected officials. Food trucks, live music and family fun. The evening culminates in the Fireworks Extravaganza, lighting up the night sky with a spectacular display launched from Brevard College.

APPROXIMATE ATTENDANCE:

5,000+

FRIEND OF THE FESTIVAL

\$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



PRESENTING SPONSOR
\$5,000 | 1 Available

SEPTEMBER

Brevard Plein Air Festival is a vibrant event that celebrates artists and their works coupled 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. The culmination of this event is the Wet Paint Show & Sale that allows visitors to preview and purchase the artist's work.

APPROXIMATE ATTENDANCE:
5,000+

FRIEND OF THE FESTIVAL

\$250 HOB Businesses Only

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

PATRON PREVIEW PARTY: \$2,000

- 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 Patron Preview Party
- Verbal recognition by event emcee

QUICK DRAW AWARDS: \$2,000

- 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 Patron Preview Party

ARTIST DEMONSTRATION: \$500

- 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 Patron Preview Party
- Verbal recognition by event emcee

WET PAINT SHOW & SALE: \$1,000

- 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

VIP HOSPITALITY SPONSORSHIP: \$2,000

- 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

ENTERTAINMENT SPONSOR: \$2,000

- 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



EVENT SPONSORSHIP OPPORTUNITIES

COSTUME CONTEST: \$1,000

- 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

- 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 SPONSOR: \$2,000 - \$5,000

- 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

- Logo printed on event website, newsletter, community posters, event signage and recognition in event program guide
- Social Media Spotlight
- Verbal recognition by event emcee



PRESENTING SPONSOR

\$4,000 | 2 Available

OCTOBER

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

\$250 HOB Businesses Only

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

EVENT SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR
\$5,000 | 1 Available

DECEMBER

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+

FRIEND OF THE FESTIVAL

\$250 HOB Businesses Only

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

LETTERS TO SANTA: \$1,000

- Logo printed on event website, newsletter, community posters, event signage and recognition in event program guide
- Social Media Spotlight
- Verbal recognition by event emcee

ACTIVITIES: Starting at \$1,000

Snowflake Selfies \$1,000 | S'mores Station \$1,000 | Selfies with Llamas \$1,000 | Ice Carving \$1,500

- 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 SPONSOR: \$2,000

- Logo printed on event website, newsletter, community posters, event signage and recognition in event program guide
- Social Media Spotlight
- Verbal recognition by event emcee



ADDITIONAL SPONSORSHIP OPPORTUNITIES

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.

HOB ANNUAL MEETING

\$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.

DOWNTOWN CLEAN-UP DAY | SPRING & FALL

\$1,500 | Includes T-Shirt

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

SMALL BUSINESS SATURDAY

\$1,000

Think Local and Support Small Business Saturday in Downtown Brevard! Together, we'll celebrate and support our vibrant local businesses while encouraging the community to shop small. As part of this special day, we want to collaborate with a local artist and a downtown business to create an exclusive Small Business Saturday Shopping Bag.

SHOP LATE, SHOP LOCAL

\$1,000

Support Heart of Brevard's Shop Late, Shop Local Holiday Campaign! Be part of the holiday magic in downtown Brevard by sponsoring this initiative! This seasonal campaign encourages the community to shop and dine locally throughout the holidays, with extended shopping hours, festive promotions, and unique downtown experiences. As a sponsor, your business will be highlighted in our holiday promotions, including social media, email campaigns, and printed materials that reach thousands of local shoppers.

SPONSORSHIP OPPORTUNITIES WITH SAMMY THE SQUIRREL

Meet Sammy the Squirrel, the beloved official mascot of downtown Brevard and a cherished symbol of our community! Sponsoring Sammy provides a unique opportunity to align your business with the heart of downtown, reaching locals, visitors, and families through impactful and memorable engagements.

Sponsorship Opportunities Include: Event Sponsorships, Downtown Program Sponsorships, Business-Specific Promotions, Educational & Family Activities. Sponsoring Sammy the Squirrel means more than brand visibility — it's about creating joy, building connections, and showcasing your commitment to our vibrant downtown community.

Contact Nicole Bentley, nicole@brevardnc.org/828-884-3278.



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