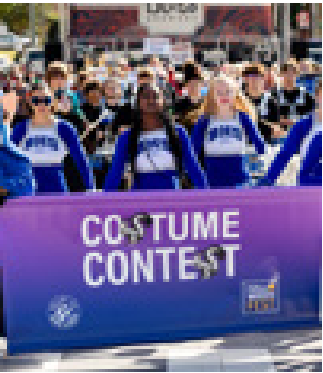


BUILDING A VIBRANT DOWNTOWN THROUGH

EVENTS



EXPERIENCES



CONNECTION



2026

SPONSORSHIP OPPORTUNITIES



HEART OF BREVARD'S SIGNATURE EVENTS



Downtown Brevard 2026 EVENTS & FESTIVALS



MAY 22 – 24

WHITE SQUIRREL WEEKEND, Brevard's multi-day signature downtown event combines a stellar live music line-up with a wide variety of vendors and fun activities for the whole family.



JULY 3 – 4

Join us in downtown for **AMERICA 250** festivities featuring patriotic ceremonies, live music and vendors. After sunset, watch a spectacular firework display right from Main Street.



SEPT 19

Celebrating its 6th year, the **BREVARD PLEIN AIR FESTIVAL** brings artists to paint throughout the week and culminates on Saturday with a vibrant downtown street festival and art show, offering recently completed works for purchase.



OCT 24

There's no better place to enjoy Halloween than Transylvania County. Our **HALLOWEENFEST** features street vendors, costume competition, parade, and downtown trick-or-treating.



NOV 27 – DEC 31

As the holidays approach, downtown businesses in the Heart of Brevard decorate their windows with spectacular, eye-popping, and festive displays for all to enjoy in the **HOLIDAY WINDOWS COMPETITION**.



DEC 5

LIGHT UP THE NIGHT brings the magic of the season to downtown Brevard with twinkling lights, holiday music, ice skating, food trucks, and our annual tree-lighting celebration.

BREVARDNC.ORG

BENEFITS OF ANNUAL SPONSORSHIP

Sponsors and partners help Heart of Brevard keep downtown thriving. Explore 2026 sponsorship opportunities tailored to your goals and make a lasting impact in the heart of our community.

CUSTOMIZE YOUR SPONSORSHIP

Don't see the sponsorship that fits you? Let us build something that works for your business and goals!



SPONSORSHIP PACKAGE INCLUDES	FRIEND \$500	SUPPORTER \$1,500	ADVOCATE \$3,000	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		2	4	6	8
10x10 space on site for sponsor activation, by request, HOB events of your choice		1 EVENT Excludes White Squirrel Weekend	2 EVENTS	4 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 Prominent Placement	ALL EVENTS Prominent Placement
Prominent placement in event footprint			♥	♥	♥
Invitation to HOB Annual Dinner and Meeting	♥	♥	♥	♥	♥
Yearlong listing and link on HOB website	♥	♥	♥	♥	♥
Organization information distribution at HOB event info booth			♥	♥	♥
Recognition on event stage banners			♥	♥	♥
"Sponsor News" social media highlight		♥	♥	♥	♥
Newsletter Spotlight			♥	♥	♥

WHY PARTNER WITH HEART OF BREVARD?

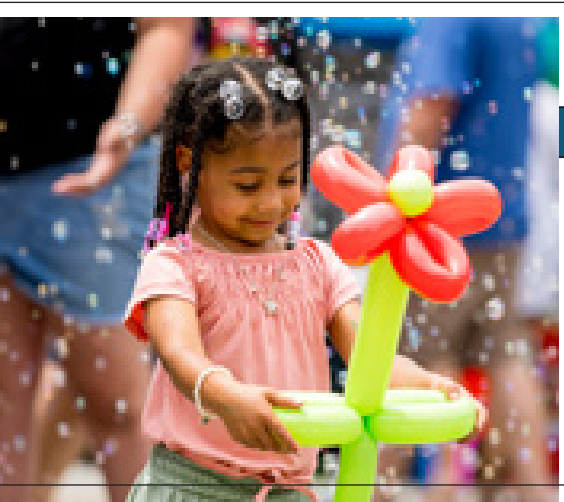
THE POWER OF PARTNERSHIP

Sponsoring with Heart of Brevard is more than just gaining visibility—it's about investing in a downtown that feels like home. Your support fuels Brevard through free community events, placemaking, and beautification. Together, we're making great things happen. When you partner with Heart of Brevard, you're not just sponsoring an event — you're investing in the future of downtown.

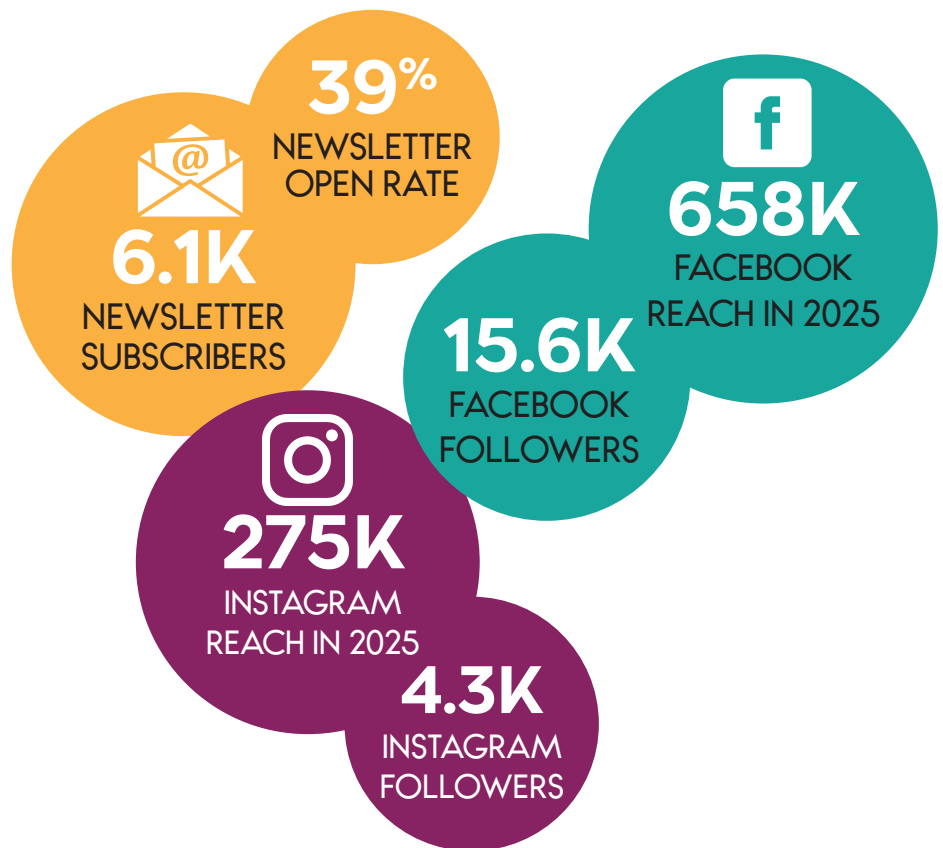
200+
BUSINESSES

75K
EVENT ATTENDEES

16K
SHOPPING & DINING
GUIDES DISTRIBUTED



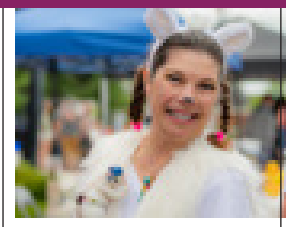
OUR REACH



OUR MISSION + VISION

Heart of Brevard (HOB) is a 501c3 nonprofit organization dedicated to promoting, enhancing, and preserving downtown Brevard. Through events, beautification, and community partnerships, we bring people together and create a vibrant destination for residents and visitors alike.

EVENT SPONSORSHIP OPPORTUNITIES



WHITE SQUIRREL WEEKEND MAY 22-24, 2026

White Squirrel Weekend is a marquee summer street festival in Downtown Brevard, drawing **more than 35,000 visitors** for live music, shopping, local food, and family-friendly fun. With free performances by national and international artists, more than 100 downtown businesses open, 80+ artisan vendors, and interactive experiences like Sammy the Squirrel and the Kids Zone, the event offers sponsors high-visibility opportunities to connect with a diverse, engaged audience. From stage recognition and on-site signage to experiential activations, White Squirrel Weekend provides measurable brand exposure, meaningful community alignment, and an exceptional return on investment in one of WNC's most beloved festivals.



AVAILABLE SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$10,000

SUPPORTING SPONSOR

\$1,000–\$5,000

Choose from opportunities such as:

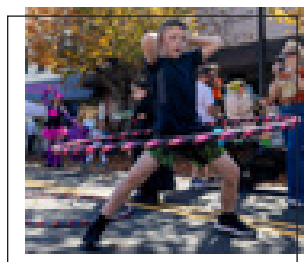
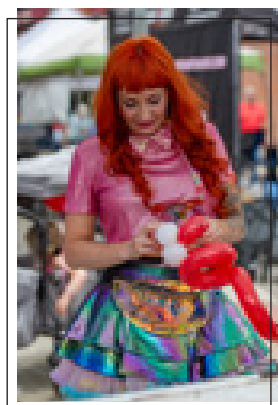
Stage Sponsorship | Entertainment Sponsor

VIP Hospitality | Youth Activities

Sammy the Squirrel Sponsor

HOB BUSINESS EVENT SPONSOR

\$250 per event



EVENT SPONSORSHIP OPPORTUNITIES



AMERICA 250 WINDOWS COMPETITION

JUNE 1-JULY 4, 2026

This summer Heart of Brevard businesses are turning up the festive spirit with patriotic window displays throughout downtown. Celebrate America 250 by exploring the vibrant, creative decorations that honor our nation's 250-year legacy—and cheer on your favorite storefronts in this exciting community competition!



AVAILABLE SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$6,000

HOB BUSINESS EVENT SPONSOR

\$250 per event

A new addition to this year's line-up to honor America 250 Celebration.

AMERICA 250 CELEBRATION

JULY 3-4, 2026

Join us downtown for a special Independence Day celebration honoring 250 years of our nation. Enjoy patriotic ceremonies, a classic car show, live music, delicious food vendors, and more. As the sun sets, witness a spectacular fireworks display lighting up Brevard's skyline—right from Main Street!—drawing **more than 5,000 attendees each year.**



AVAILABLE SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$8,000

SUPPORTING SPONSOR

\$500-\$2,000

Choose from opportunities such as:

Stage Sponsorship | Entertainment Sponsor
Downtown Seasonal Decor | Youth Activities
Sammy the Squirrel Sponsor | Pole Banner Sponsor

HOB BUSINESS EVENT SPONSOR

\$250 per event



Let us work together to find something that gets you seen and noticed at this year's events.
Contact Nicole Bentley at nicole@brevardnc.org or 828-884-3278.

BREVARD PLEIN AIR FESTIVAL

SEPTEMBER 14-19, 2026

Join us as regional artists paint Brevard in real time, wrapping up the week with a downtown festival and art sale featuring their newest creations that attracts **more than 5,000 visitors each year.**



AVAILABLE SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$5,000

SUPPORTING SPONSOR

\$500-\$2,000

Choose from opportunities such as:

Artist Demonstration | Wet Paint Show & Sale
Entertainment Sponsor | Patron Preview Party
Quick Draw Awards | Makers Market Sponsor |
Sammy the Squirrel Sponsor

HOB BUSINESS EVENT SPONSOR

\$250 per event

HALLOWEENFEST

OCTOBER 24, 2026

Transylvania County's favorite Halloween celebration, Halloweenfest, draws **more than 5,000 attendees each year,** transforming downtown Brevard into a fall wonderland with inflatables, a costume parade, street vendors, and trick-or-treating for the whole family.



AVAILABLE SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$5,000

SUPPORTING SPONSOR

\$500-\$2,000

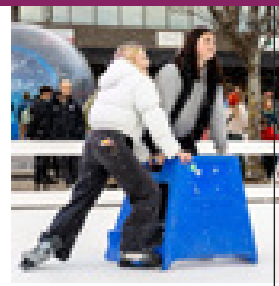
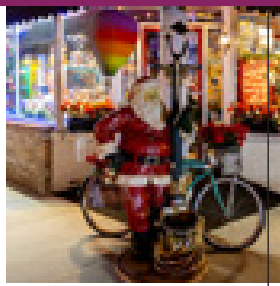
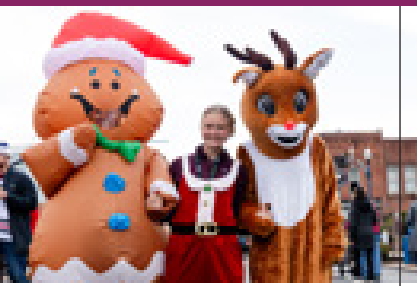
Choose from opportunities such as:

Pet Parade | Costume Contest | Youth Activities
Entertainment Sponsor | Sammy the Squirrel Sponsor

HOB BUSINESS EVENT SPONSOR

\$250 per event

EVENT SPONSORSHIP OPPORTUNITIES



HOLIDAY WINDOWS COMPETITION

NOVEMBER 27-DECEMBER 31, 2026

A season-long initiative celebrating local shopping, featuring window displays, special promotions, and festive decor.



AVAILABLE SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$6,000

2-3 sponsorships available

HOB BUSINESS EVENT SPONSOR

\$250 per event

SHOP LATE, SHOP LOCAL

\$1,000

This seasonal campaign encourages community involvement by extending shopping hours, festive promotions, and unique downtown experiences.

LIGHT UP THE NIGHT

DECEMBER 5, 2026

Downtown Brevard's beloved tree lighting and community gathering attracts more than 3,000 attendees to kick off the holiday season.



AVAILABLE SPONSORSHIP LEVELS

PRESENTING SPONSOR

\$5,000

2-3 sponsorships available

SUPPORTING SPONSOR

\$500-\$2,000

Choose from opportunities such as:

Entertainment Sponsor | Youth Activities Sponsor |
Downtown Seasonal Decor | Sammy the Squirrel Sponsor

HOB BUSINESS EVENT SPONSOR

\$250 per event

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Beyond our signature events, Heart of Brevard offers numerous opportunities to keep downtown thriving daily—building community, beautifying spaces, and powering the volunteers who make it all happen.

SPONSORSHIP OPPORTUNITIES WITH SAMMY THE SQUIRREL

Sponsoring Sammy is a unique way to connect your business with locals, visitors, and families through events, programs, promotions, and educational or family activities. This is about creating joy, building connections, and supporting a vibrant downtown community. Contact Nicole Bentley | nicole@brevardnc.org | 828.884.3278

DOWNTOWN BEAUTIFICATION: \$1,500

Our beautification efforts keep downtown Brevard vibrant and welcoming year-round. Seasonal decor, pole banners, and public art enhance the visitor experience and foot traffic, giving sponsors a visible role in shaping downtown's look and feel.

- 50+ banners and seasonal decor pieces installed annually
- Year-round photo opportunities/social media engagement
- Prominent brand visibility along high-traffic corridors

HOB ANNUAL MEETING: \$500-\$2,000

Our Annual Meeting brings together business leaders, city officials, volunteers, and partners to network, celebrate the progress, and share what's ahead for downtown Brevard. Your sponsorship puts your business at the center of that conversation.

- 150+ community and business attendees
- Direct engagement with decision makers and stakeholders
- Recognition during the event, on signage, and in media recaps
- Generic event shirts, perks (gift card to a local restaurant), and an annual appreciation party

VOLUNTEER PROGRAM + APPRECIATION EVENT: \$500-\$2,000

Heart of Brevard relies on 300+ volunteers each year to make our events and programs possible. Sponsoring our volunteer program supports recruitment, training, and recognition for those who keep downtown thriving.

- 2,000+ volunteer hours contributed annually
- Branded volunteer t-shirts and thank-you gifts
- Special appreciation event

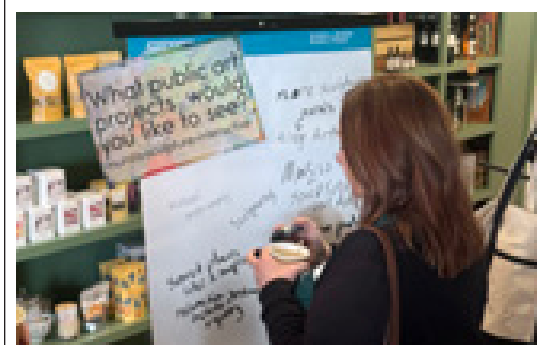
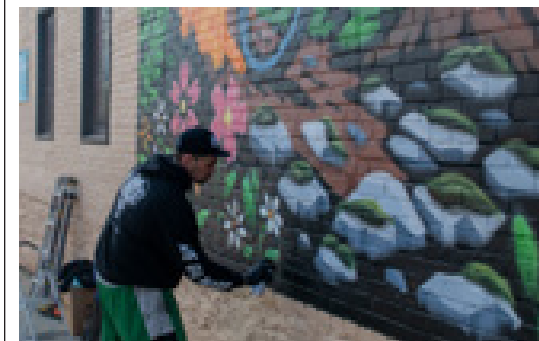
SHOP LATE SHOP LOCAL: \$1,000-\$2,500

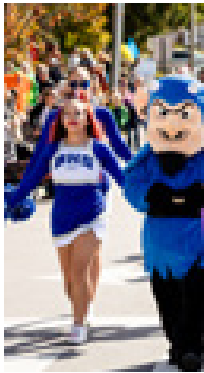
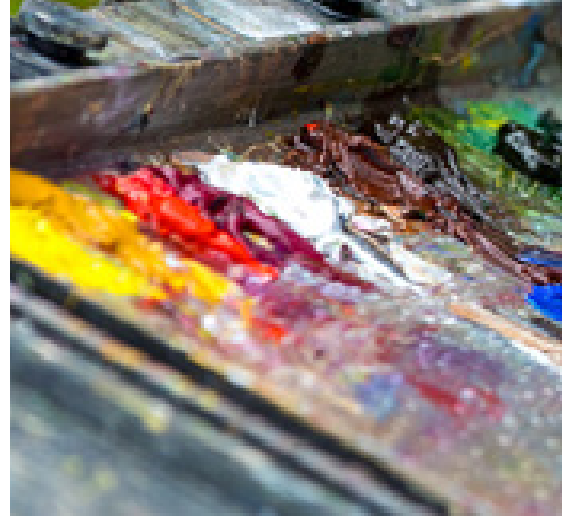
Together, we'll celebrate and support our vibrant local businesses while encouraging community members to shop small. We'll collaborate with a local business and artist to create an exclusive Small Business Saturday Shopping Bag.

ARTISTS' SERIES: \$500-\$2,000

The Artists' Series fosters connection and creativity among regional artists, community members, and cultural organizations. Sponsoring this program demonstrates your commitment to the arts and building relationships within Brevard's creative community.

- Gatherings for 40+ artists and partners
- Opportunities for logo recognition and event engagement





BREVARDNC.ORG | INFO@BREVARDNC.ORG | 828-884-3278

