



September 25 & 26, 2021

Dancing Goats FolkFest returns this fall, to once again

- celebrate and preserve our homespun arts traditions (visual, musical, and oral),
- create economic opportunity for folk artists,
- and build community and visitor interest in Gilmer County.

This year's festival will seek to help artists rebound from the pandemic with extremely low vendor fees. Proceeds will be donated to help Gilmer residents take advantage of classes at Southern Appalachian Folk School and to support children's art projects.

Such a great event would not be possible without our sponsors, who already include the Gilmer County Chamber of Commerce and LIJ downtown LLC (Artful Ellijay, etc.). Don't you agree that events like this work best when we all work together? You can help by publicizing the event, by finding folk artists, and by sponsorship in several ways. We have listed here financial sponsorship levels and how your company or group can benefit. There are several opportunities for in-kind sponsorship, and we are open to any other suggestions for ways you can be involved.

Sponsorship Levels

Diamond Sponsor - \$2,500

The sponsor's name, logo, and link included on social media platforms and in radio, cable, and print advertising (including Thank-you ad)

Name and logo displayed on all festival banner

Your own banner prominently displayed

Your own space (in keeping with the theme)

Announced as sponsor throughout the day

Twenty Goat Gallery raffle tickets (goat themed folk art)

Six T-shirts

Platinum Sponsor - \$1,000

• Sponsor's name, logo, and link included in social media platforms and in radio, cable, and print advertising (including Thank-you ad)

• Name and logo displayed on all festival banners

• Announced as sponsor throughout the day

• Fifteen Goat Gallery raffle tickets

• Four T-shirts

Gold Sponsor - \$750

- Sponsor's name, included in social media platforms and in radio, cable, and print advertising (including Thank-you ad)
- Name and logo on festival location banner
- Announced as sponsor throughout the day
- Ten Goat Gallery raffle tickets
- Three T-shirts

Silver Sponsor - \$500

- Sponsor's name, included in social media platforms and in radio, cable, and print advertising (including Thank-you ad)
- Name on festival banner
- Announced as sponsor throughout the day
- Seven Goat Gallery raffle tickets
- Three T-shirts

Bronze Sponsor - \$250

- Name displayed on social media platforms
- Inclusion in Thank-you ad
- Three Goat Gallery raffle tickets
- Announced as sponsor throughout the day
- One T-shirt

Festival Friend - \$100

- Announced as sponsor throughout the day
- Included in newspaper and social media advertising

Game or Activity Sponsor - \$40

Your name and activity will be announced throughout the day. You get to put a banner inside your tent and hand out written material for your group or business. You can also give out samples. You provide a game or activity (art or craft), tent, table and chairs, and all needed supplies. This is not for political groups or causes, nor is it for any sales. We have a list of target games and activities or you can check with us to see if your idea fits the goal of introducing folk art or providing traditional Appalachian games and activities.

In-kind Sponsorship Ideas; Recognition Levels Negotiable

Musician stipends
Vendor or entertainer accommodations
Advertising, fliers, banners and signs
Prizes for goat contests
Fencing and fencing placement for goat contest area
Use of chairs, hay bales, tables, and tents
Use of portable restrooms

We are also looking for a Scout group to handle clean-up in exchange for a camp donation and a community group to organize and work an old-fashioned cake walk or cake auction in exchange for half the proceeds. We'd love to hear your ideas.

Please let us know how you'd like to be involved as soon as possible. Some media deadlines are early for fall events, and recognizing your contribution is important to us.

Thank you for considering this opportunity for us to work together.

Mona Lowe, chair 478.718.6596 (message or text)

dancinggoatsfolkfest@gmail.com monaplowe@yahoo.com

Sylvia Harris and Barbara Simmons, board; Ernie Taylor, Goat Wrangler

Copy and return to Dancing Goats FolkFest, c/o Mona Lowe, 754 McCutchen St., Ellijay GA 30540

Dancing Goats FolkFest

ELLIJAY, GA.

Sponsorship Invoice

Business Name _____

Physical address _____

Mailing Address if different _____

Telephone _____ Email _____

Check Your Level: \$2,500 _____; \$1,000 _____; \$750 _____;

\$500 _____; \$200 _____; \$100 _____; Game/activity tent \$40 _____

Payable to Dancing Goats FolkFest. Please mail to same c/o Mona Lowe, 754 McCutchen St., Ellijay, GA 30540

In-Kind Sponsorship Service _____

Check enclosed (X) _____ or _____

We will contact you about receiving logos, wording for announcements, etc.

As a sponsor, I agree to release and hold harmless and indemnify the Dancing Goats FolkFest Board, the City of Ellijay, any involved private property owner, all sponsors, and all volunteers from any responsibility, personal liability, loss or damage in connection with the festival.

Signature _____ Date _____