



October 22-23, 2022

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. Vendors and visitors will be introduced to Gilmer County's wonderful River Park.

Such a great event would not be possible without our sponsors. 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 banners

Your own banner prominently displayed

Your own space (in keeping with the theme)

Announced as sponsor throughout the day

Fifteen 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

• Ten 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
- Eight 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
- Six Goat Gallery raffle tickets
- Two 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

## **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  
Supplies for signs, decorations, seating, etc.

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](mailto:dancinggoatsfolkfest@gmail.com) [monaplowe@yahoo.com](mailto:monaplowe@yahoo.com)  
Sylvia Harris and Barbara Simmons, board; Ernie Taylor, Goat Wrangler

# 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 \_\_\_\_\_

Payable to Dancing Goats FolkFest. Make a copy and 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, Gilmer County, any involved sponsors, and all volunteers from any responsibility, personal liability, loss or damage in connection with the festival.*

Signature \_\_\_\_\_ Date \_\_\_\_\_