



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.

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, 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

Ten Goat Gallery raffle tickets (goat themed folk art); four 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

- Eight Goat Gallery raffle tickets; three T-shirts

### **Gold Sponsor - \$700**

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; six Goat Gallery raffle tickets; two T-shirts

### **Silver Sponsor - \$400**

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; four Goat Gallery raffle tickets; one T-shirt

## Goat Brigade Sponsorships

We're enlisting an army of goats to publicize the festival and direct visitors to the location (County River Park) this year. At three or four feet tall, the goats can go in store windows, in front of stores, on private property leading to the park, or on city lampposts. You can paint your own goat or we'll paint it for you. Wording will be on attached signs, not the goats themselves. Sponsors will be listed in the festival program and the newspaper thank you ad.

- \$300 Sponsorship: Two goats holding a banner with festival info and your business name; Add \$60 and keep your goats;
- \$175 Sponsorship: You get a goat with a sign advertising the festival and a sign naming your business on a city lamp post or a different public location not on right-of-way. Add \$40 and keep your goat.
- \$100 Sponsorship: You get a wooden goat to put in your window or in front of your business to help us advertise the festival. Add \$40 and keep your goat.
- \$50 Sponsorship: Help us place a goat at highway and street corners and at park entrance with festival name and directional arrow (Fri. evening through Sun. evening only)

### 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.

*All sponsors will be recognized in festival program.*

**Shares Sponsorship** -- We are looking for a community group to organize and work an old-fashioned cake walk, cake auction, or picnic auction for two-thirds of proceeds. Thank you for considering this opportunity for us to work together.

Mona Lowe, chair 478.718.6596 (text) [dancinggoatsfolkfest@gmail.com](mailto:dancinggoatsfolkfest@gmail.com)

## Dancing Goats FolkFest

ELLIJAY, GA.

### Sponsorship Invoice

Business Name \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Sponsor Level: \_\_\_\_\_

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) \_\_\_\_\_ Amount \_\_\_\_\_

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