



# 2023 Blue Ridge Trout & Outdoor Adventures Festival

April 29, 2023 – Downtown City Park, Blue Ridge, GA

## SPONSORS' PROGRAM

[BlueRidgeTroutFest.com](http://BlueRidgeTroutFest.com)



## 2023 Sponsorships

You and your company, agency or organization are invited to come to Blue Ridge and Fannin County – *the Trout Capital of Georgia* – to participate as a sponsor in the **6<sup>th</sup> annual Blue Ridge Trout & Outdoor Adventures Festival (Trout Fest '23) on April 29, 2023, in historic, downtown Blue Ridge, Georgia.**

### The Value of Sponsorship in Trout Fest '23

When you become a Trout Fest Sponsor, you share a significant opportunity to reach into the demographics of thousands of visitors who come – and return over and over again – to Fannin County to enjoy outdoor recreation of all kinds throughout the year.

With your help as a sponsor, the 2023 Blue Ridge Trout & Outdoor Adventures Festival (Trout Fest) – presented by Blue Ridge Mountain Trout Unlimited #696 and the Fannin County Chamber of Commerce – can break its attendance record set in 2023!

Following COVID-related delays that saw two annual Trout Fest events (2020 and 2021) canceled, more than 3,500 visitors enjoyed Trout Fest last spring! It was obviously time for folks to get out to learn about the many directions they can take in and around Fannin County to enjoy outdoor recreation of all kinds!



“Trout” and trout-fishing are always on the minds of the Trout Fest presentation committee, but we know, too, that Fannin County is not only the official *Trout Capital of Georgia*. Outdoor enthusiasts of all kinds visit Blue Ridge and the region for its mountain biking, cycling, hiking, camping, climbing, paddling and other outdoor recreation pursuits. Trout Fest 2023 is prepared to match those interests with up to 100 vendors onsite (vendor space was sold out in 2022). Recreational outfitters and guides will be onsite selling services and gear for fishing, hiking, camping, biking and paddling, while fine wildlife/outdoors artisans, state/federal wildlife agencies and service organizations share the park setting of our festival grounds to engage our visitors with fine art, conservation information, outdoor recreation sites and opportunities, and the best selection of food trucks in North Georgia!

### Bringing Back the Best of Trout Fest

The Trout Fest 2022 site layout worked so well, we're bringing it back to our vendors and visitors next April! Our expanded festival grounds will map 100 vendors across downtown City Park in Blue Ridge while overflowing onto both East and West Main Streets to accommodate the Trout Fest Food Court (six food trucks!), the Trout Fest Activity Zone (trout fishing programs, a trout-fishing pond, rock climbing, axe-throwing and more!) and the Trout Fest Sound Stage (live music!).

In fact, early interest in Trout Fest 2023 points to a vendor site sell-out once again, placing a good stake in our vendors and visitors support for the festival beneficiary – **Blue Ridge Mountain Trout**

**Unlimited #696 (a non-profit chapter of Trout Unlimited)** -- and the message and mission embodied in the non-profit organization's programs that center upon education, conservation, recreation and public outreach programs associated with the cold-water resources in and around Fannin County. In fact, Fannin County was named in 2005 by the state legislature as the official *Trout Capital of Georgia*. The cold water our trout swim in is an indicator of how critical clean, cold water is for our environment, our well-being and our visitors' participation not only in trout fishing. The Toccoa River watershed – the spine of trout fishing in Fannin County -- collects cold-water streams that bind together popular outdoors recreation/activities of all kinds found across the North Georgia mountains.

## Trout Fest Works for You!



Sponsors are key to the event's success – from its early planning to its closing minute – and your role as a sponsor assures your organization of maximum exposure to our visitors of your brand/services/products through key placement of your brand and message through many channels of exposure in Trout Fest.

A renewed sponsorship structure provides a wide range of sponsorship levels, including the opportunity to claim exclusive sponsorship positions that maximize your investment as the only sponsor in your business category, and provides for you to splash your brand upon the Trout Fest Food Court, Activity Zone (climbing wall, trout-fishing pond, mountain bike course and more), Program Tents and the Trout Fest Sound Stage (provided sponsorship support).

All sponsors at all levels also benefit from drawing your brand and message into printed/digital advertising and social media, on-site banners, as well as recognition of your generous support through “shout outs” from the Trout Fest Sound Stage (provided sponsorship support) during the event and all planned communications across radio, television, print and digital channels.

In previous years, our printed/digital advertising and feature-story channels have reached tens of thousands of outdoors enthusiasts through online and printed publications:

**Georgia Outdoor News, Georgia Sportsman, The Angler Magazine, Southern Trout Magazine, Smoky Mountain Living, Welcome Magazine, Appalachian Country Living, Smoke Signals, Fannin Sentinel, News Observer, Herald Newspapers** (of Alpharetta, Roswell, Forsyth Co., Johns Creek and Milton), **Directions** and **GEORGIA Magazine**, the largest-circulation monthly magazine in the state, published by Georgia Electric Membership Corp.



Radio listeners across North Georgia have been reached by timely advertising and interviews presented on:

- **O'Neill Outside**, the long-running, weekly fishing/hunting morning program presented on Saturdays on WSB-radio/95.5 FM (Atlanta);
- **Good Day Atlanta** live spots on the morning news program on Fox 5-Atlanta;
- **The Talk of the Mountains** radio, WJRB 95.1 FM;
- and **Mountain Country Radio**, WPPL 103.9 and 94.3 MF, both covering the mountain communities on North Georgia.

Event posters/flyers are also distributed to like-minded businesses throughout Fannin County – including **Toccoa River Outfitters** (McCaysville), **Blue Mountain Bikes** (Blue Ridge), **Cohutta Fishing Company** (Blue Ridge), **Rolling Thunder River Rafting Co.** (McCaysville) and

more – as well key fly-fishing retailers **Alpharetta Outfitters (Alpharetta), The Fish Hawk (Atlanta) and Orvis (Peachtree Corners/Atlanta)** – in the metro-Atlanta area.

### **Sponsor Opportunities/Benefits**

Sponsor opportunities to support this truly special event will build more awareness for your business in the growing North Georgia mountains region. Your brand in Trout Fest gains the attention of local residents, travelers and vacationers who come to Blue Ridge year 'round to enjoy everything from trout fishing to mountain bike riding, white-water rafting, local vineyards, the beautiful/colorful fall-season transition across the woodlands and much more.

The event hours of operation are 10 am to 6 pm. We are collecting a wide presentation of vendors of quality outdoors gear/services, fine wildlife art, service organizations, government agencies, food trucks, and beer and wine merchants. Local recreational outfitters, guides and instructors will present hourly instruction and technique seminars on trout fishing/fly-fishing, kayaking, mountain biking, local hiking/paddling destinations and more.



### **Our Organization**

Blue Ridge Trout Festival & Outdoor Adventures is the fundraising arm of Blue Ridge Mountain Trout Unlimited Chapter 696 (a 501 C 3 organization). Trout Fest is wholly organized by a volunteer staff.

BRMTU is the annual, primary beneficiary of net proceeds from Trout Fest. Its mission is to conserve, protect and restore cold-water fisheries through education and conservation activities. Funding generated by Trout Fest and distributed by BRMTU reaches:

- Casting for Recovery
- Project Healing Waters
- Rivers Alive
- Trout in the Classroom (Fannin County Schools)
- Mercier Orchards' Family Fishing Days
- Trout Adventure Trail
- Fannin County High School Fishing Club
- Georgia Trout Camp
- Save Georgia's Hemlocks

And our organization participates with these government agencies:

- USFWS/Chattahoochee Forest National Fish Hatchery (at Rock Creek)
- USDA Forest Service
- Georgia Department of Natural Resources
- Georgia Department of Agriculture
- Georgia Department of Economic Development
- Tennessee Valley Authority.

Thank you very much. We look forward to *your participation* and *working with you and for you!*

Your Planning Committee  
Blue Ridge Trout Festival & Outdoor Adventures

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                  Sam Miller                      404-580-4121 ... email: [Malolact@yahoo.com](mailto:Malolact@yahoo.com)  
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# The 5<sup>th</sup>-year Blue Ridge Trout & Outdoor Adventures Festival

10 am to 6 pm ... April 29, 2023  
Downtown City Park  
Blue Ridge, GA (Fannin County)

## Sponsor Participation

Thank you for considering your participation as an event sponsor of the **2023 Blue Ridge Trout Festival & Outdoor Adventures (Trout Fest)**. *Trout Fest '23* offers new levels of sponsorships in its milestone, 6<sup>th</sup>-year event in downtown city park in historic Blue Ridge, Georgia.

*Trout Fest '23* has opened sponsorships for segments of the festival, as well as positions for general cash donations. Every level of sponsorship receives benefits balanced with the value of the sponsorship as defined below. Application for sponsorship is open. Please follow-up with your organization's completed sponsorship application (attached).

For more information -- please use the several event links published in this notice or contact one of the event's sponsorship committee members (see below) for more information.

### **PLATINUM \$10,000 – The Trout Fest Sound Stage (Tier 1)**

An exclusive, PLATINUM-level sponsorship of the 2023 Trout Fest Sound Stage supports a full-presentation sound stage that provides a center for the event's key entertainment, featuring two co-billed, full-band regional artists of note, additional entertainment to be determined, and support for other event activities centered upon the recreational resources featured by the services, vendors, organizations and agencies booked in Trout Fest.

**PLATINUM-level sponsorship is exclusive.** Benefits include:

- Logo/slogan stage banner (extra-large, provided by sponsor) as primary presenter of the stage.
- Logo/slogan on two cross-street banners placed one week before event date.
- "Shout-outs" as stage sponsor and presenter of live-music segments of entertainment.
- Display of your brand in a shared, tier-oriented presentation banner of key sponsors (provided by Trout Fest) at all entry gates to the event.
- Logo/slogan displayed in the first tier of the sponsorship collection of logos in color on Event Program and in all ads (print/digital), posters, rack cards, social media (Facebook/Instagram/Twitter) and event website – [BlueRidgeTroutFest.com](http://BlueRidgeTroutFest.com) – including active links to your organization on all digital content.
- Programmed access to all Trout Fest social-media channels.
- Company sponsorship included in all radio/TV advertising/feature coverage, targeting Atlanta/Chattanooga and surrounding areas.
- Lunch (\$15 value) and two complimentary adult drinks for 10 people at your choice of food truck on the day of the festival.
- 25 adult drink tickets
- 25 general admission passes.
- 2 prime complimentary tent spaces (10' x 15' each), tent provided by sponsor, and entry for up to 6 staff members. Electricity and water included (please designate if either is needed).

## **DIAMOND \$5,000 – Zone Sponsorships (Tier 2)**

(2 sponsorships available)

### **Food Court/Activity Zone**

An exclusive DIAMOND-level sponsorship of Trout Fest 2023 presents three unique opportunities to sponsor major segments of the event:

- **Exclusive Sponsorship** in your business category.
- **Food Court branding**– popular access/seating site for six food trucks, beer/wine sales, snack/novelties vendors.
- **Activity Zone branding** – popular, family-oriented access site for event activities including fishing/hiking/biking seminars, climbing wall, mountain bike track, trout pond, gem mining and cross-cutting.

**Diamond-level sponsorship is exclusive.** Benefits include:

- Logo/slogan banner (provided by sponsor) as exclusive presentation of the sponsored zone.
- “Shout-outs” at Sound Stage as presenter of selected zone at lead-ins to stage entertainment, not including co-billed lead musicians/bands.
- Display of your brand in a shared banner of key sponsors (Platinum and Diamond), presented at the TROUT FEST SOUND STAGE.
- Display of your brand in shared, tier-oriented presentation banner/signs at all entry gates to the event.
- Logo/slogan prominently displayed in the second tier of the sponsorship collection of logos in color on Event Program and in all ads (print/digital), posters, rack cards, social media (Facebook/Instagram/Twitter) and event website – BlueRidgeTroutFest.com – including active links to your organization on all digital content.
- Programmed access to all Trout Fest social-media channels.
- Company sponsorship included in all radio advertising/feature coverage.
- Lunch (\$15 value) and two complimentary adult drinks for 6 people at your choice of food truck on the day of the festival.
- 15 adult drink tickets.
- 15 general admission passes.
- 1 complimentary tent space (10’ x 15’ each), tent provided by sponsor, and entry for up to 4 staff members. Electricity and water included (please designate if either is needed).

## **GOLD \$2,500 – Activity Sponsorships (Tier 3)**

(5 sponsorships available)

### **Climbing Wall, Trout Pond, Mountain Bike Presentation, 2 Program Tents**

Gold-level sponsorship of Trout Fest 2023 reaches across five segments of festival activities: The **Climbing Wall, Trout Pond** and **Mountain Bike Presentation** are key activities located in the Activity Zone and focused upon families and kids; and **2 Program Tents** support popular, program-oriented demonstrations, instruction and presentations from recreational professionals/outfitters associated with local outdoor recreation – trout fishing, fly-fishing, kayaking/canoeing, hiking, paddling and mountain biking – with seating for up to 60 visitors.

**Gold-level sponsorship** benefits include:

- Logo/slogan banner (provided by sponsor) as primary presentation of the sponsored activity noted above.
- “Shout-outs” at Sound Stage as presenter of selected zone at lead-ins to stage entertainment, not including co-billed lead musicians/bands.

- Display of your brand in a shared, tier-oriented presentation banner/signs of key sponsors (provided by Trout Fest) at all entry gates to the event.
- Logo/slogan prominently displayed in the third tier of the sponsorship collection of logos in color on Event Program and in all ads (print/digital), posters, rack cards, social media (Facebook/Instagram/Twitter) and event website – BlueRidgeTroutFest.com – including active links to your organization on all digital content.
- Programmed access to all Trout Fest social-media channels.
- Company sponsorship included in all radio advertising/feature coverage.
- 10 adult drink tickets.
- 10 general admission passes.
- 1 complimentary tent space (10' x 15' each), tent provided by sponsor, and entry for up to 4 staff members. Electricity and water included (please designate if either is needed).

## **SILVER \$1,000 – Cash Sponsorships (Tier 4)**

(unlimited availability)

Cash sponsorships provide funds for the general budget of Trout Fest 2023, including infrastructure, advertising, social media, volunteer/office supplies, etc.

**Silver-level sponsorship** benefits include:

- Display of your brand in a shared, tier-oriented presentation banner/signs of key sponsors (provided by Trout Fest) at all entry gates to the event.
- Logo/slogan prominently displayed in the fourth tier of the sponsorship collection of logos in color on Event Program and in all ads (print/digital), posters, rack cards, social media (Facebook/Instagram/Twitter) and event website – BlueRidgeTroutFest.com – including active links to your organization on all digital content.
- Programmed access to all Trout Fest social-media channels.
- 6 general admission passes.
- 1 complimentary tent space (10' x 15' each), tent provided by sponsor, and entry for up to 4 staff members. Electricity and water included (please designate if either is needed).

## **BRONZE \$500 – Cash Sponsorships (Tier 5)**

(unlimited availability)

Cash sponsorships provide funds for the general budget of Trout Fest 2023, including infrastructure, advertising, social media, volunteer/office supplies, etc.

**Bronze-level sponsorship** benefits include:

- Display of your brand in a shared, tier-oriented presentation banner/signs of key sponsors (provided by Trout Fest) at all entry gates to the event.
- Logo/slogan prominently displayed in the fifth tier of the sponsorship collection of logos in color on Event Program and in all ads (print/digital), posters, rack cards, social media (Facebook/Instagram/Twitter) and event website – BlueRidgeTroutFest.com – including active links to your organization on all digital content.
- Programmed access to all Trout Fest social-media channels.
- 4 general admission passes.
- 1 complimentary tent space (10' x 15' each), tent provided by sponsor, and entry for up to 4 staff members. Electricity and water included (please designate if either is needed).

## **BANNER SPONSORSHIPS – \$125**

(unlimited availability)

Display your organization's logo on BlueRidgeTroutFest.com and hang your banner (size limited to 4 feet x 8 feet) inside/outside one of two Trout Fest 2023 Program Tents that support popular, program-oriented demonstrations, instruction and presentations from recreational professionals/outfitters associated with local outdoor recreation – trout fishing, fly-fishing, kayaking/canoeing, hiking, paddling and mountain biking – with seating for 40-60 visitors. Banners must be received no later than 5 pm, April 29, 2023.

BRTF 2023



BLUE RIDGE MOUNTAIN TROUT UNLIMITED #696  
AND FANNIN COUNTY CHAMBER OF COMMERCE

PRESENT

The 6<sup>th</sup> annual

# Blue Ridge Trout Festival & Outdoor Adventures

April 29, 2023

Blue Ridge, GA (Fannin County)  
BlueRidgeTroutFest.com



FANNIN COUNTY  
CHAMBER & CVB

## Sponsorship Application

(check) I WANT TO BE A SPONSOR (view sponsor info at [BlueRidgeTroutFest.com/sponsors](http://BlueRidgeTroutFest.com/sponsors))

check your sponsor level:  Platinum \$10,000  Diamond - \$5,000  Gold - \$2,500  Silver - \$1,000  
 Bronze - \$500  Banner - \$125

### Notice of Agreement:

Make your sponsorship level payable in check/credit card to Blue Ridge Trout Festival & Outdoor Adventures. Once the application is received and approved, participating exhibitors and sponsors will immediately be asked for company logos upon which *Trout Fest '23* will use these images to provide links on the *Trout Fest '23* website. Exhibitors and sponsors also may submit company/service-related images (jpg format) for advertising of services/links across the Facebook, Instagram and Twitter accounts of *Trout Fest '23*. All types of advertising will continue through the date of the festival, April 29, 2023. BRTF EVENT COMMITTEE, Fannin County, GA, and any and all persons, property owners, suppliers, volunteers and entities associated with the event are not liable for any damages, injury or loss to any person or goods from any cause whatsoever. All exhibitors, their heirs, administrators and executors do hereby waive and release all of the above named from any and all claims for damages of whatever arising out of the exhibitors' participation in the event. Exhibitors should obtain, at their own expense, insurance against loss, damage or injury that they may require.

Company Name \_\_\_\_\_

Name of Contact \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Work/Mobile # \_\_\_\_\_

Website/Facebook URL \_\_\_\_\_

NOTES: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Payment type –  check # \_\_\_\_\_  credit card – payment executed by direct contact

Sponsor signature in agreement \_\_\_\_\_ Date \_\_\_\_\_

BRTF approval signature in agreement \_\_\_\_\_ Date \_\_\_\_\_

Mail This Application and Your Sponsorship Check To:

Blue Ridge Trout Fest & Outdoor Adventures

P.O. Box 2745, Blue Ridge, GA 30513

Or email this application to event coordinator: [BBorgwat@gmail.com](mailto:BBorgwat@gmail.com)