



8th Annual

## TROUT FEST 2026 SPONSORS' PROGRAM

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



### **Blue Ridge Trout Festival & Outdoor Adventures**

**10 am - 6 pm, April 25, 2026**

**Downtown City Park of Blue Ridge, Georgia**

**Sponsorship Applications: [BlueRidgeTroutFest.com](http://BlueRidgeTroutFest.com)**

**PRESENTING PARTNERS OF TROUT FEST 2026**



### **A COMMUNITY OF ACTION & SUPPORT IN OUTDOORS RECREATION, CONSERVATION & EDUCATION**

Your business/organization can enjoy greater visibility as a community leader in the thriving, repeating, tourism-driven economy of Blue Ridge and Fannin County when you participate in the sponsors program for the **9th annual Blue Ridge Trout Festival & Outdoor Adventures (Trout Fest '26), April 25, 2026 in downtown city park of Blue Ridge, Georgia.**

### **It's another ABOUT TROUT WEEKEND!**

#### **BACK THIS YEAR! March 27-April 25 TROUT FEST '26 TAGGED-TROUT FISHING DERBY**

Anglers of all skill levels and ages fish the Toccoa River from March 27-April 25 and claim gear, cash, guide trips and more when they catch "TROUT FEST '26" tagged rainbow trout. Lucky anglers return the tags to TROUT FEST '26 for awards and prizes donated by Fannin County businesses and organizations. Awards and prizes will be presented at TROUT FEST '26, 10 am to 6 pm, April 25, 2026, in downtown city park in Blue Ridge (winners are encouraged to attend but need not be present to win).



**April 24 -- CATCH IT! ON FILM** ... is back with Oyster Bamboo Rods joining the presentation along with returning presenters Blue Ridge Mountain Trout Unlimited and Blue Ridge Mountain Arts Association. Get a seat, grab a table and enjoy viewing a selection of short films focused on local, cold-water environments – the fish, the fishing, the water and its secrets – of the Southern Appalachian Mountains.

Ticketed guests mingle this year from 5 to 7 pm, April 24, in the gallery while enjoying food, beverages, raffles and the camaraderie of the trout-fishing community, raising funds and building greater awareness for local cold-water resources and recreation. [More info at BlueRidgeTroutFest.com.](http://BlueRidgeTroutFest.com)



## April 26 ... TROUT FEST!

### SHOPPING, SERVICES, FUN, PROGRAMS & ENTERTAINMENT

**The selection of exhibitors will be greater than ever before!**

More than 4,000 visitors are expected to pass through the gates of Trout Fest '26. The all-volunteer, fundraising event combines trout fishing with services/programs that engage fishing, mountain biking, hiking, camping, kayaking, paddling and boating ... retail vendors present wildlife art, outfitter gear, guide services.

**And the TROUT FEST SOUND STAGE** closes the festival as a 3-hour concert of rock-n-roll and country music wraps up a fabulous day of fun, food, shopping and community engagement.



## FINISH THE FUN WITH A RIVERSIDE RUN!



**THE TROUT TROT 5K ...** Enjoy a picturesque course that will take you 3.1 miles through 2 states. This scenic route winds through the charming downtowns of McCaysville, GA and Copperhill, TN.

**WHEN:** Saturday, April 25 @ 6:30 PM

**WHAT:** 3.1 Miles, all paved (view more at [MapMyRun](https://www.mapmyrun.com))

**MORE INFO:** [TROUTTROT5K.COM](https://www.trouttrot5k.com)

## YOUR BRAND – AND BENEFITS – AS A SPONSOR OF TROUT FEST '26



The Official Beer  
of Trout Fest '26

Sponsor opportunities to support this truly special event exposes community leadership in Fannin County and the growing North Georgia mountains region. Your brand in Trout Fest '26 builds greater awareness for your business and gains the attention of local residents, day-travelers and vacationers who come to Blue Ridge year 'round to enjoy everything from trout fishing to mountain-bike riding, camping, white-water rafting, local vineyards, the beautiful/colorful fall-season transition across the woodlands and much more.

Trout Fest '26 event hours of operation are 10 am to 6 pm. We attract 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. A 3-hour, staged concert segment closes the event.

Teamed with Trout Fest 26, event sponsors share a significant opportunity to reach into the demographics of thousands of visitors who come not only to Trout Fest. Trout Fest – and its presenting partners: Blue Ridge Mountain Trout Unlimited #696, Fannin County Chamber of Commerce, Troncalli Subaru, Grumpy Old Men Brewing Co. and Blue Ridge Lodging Association – uses its trout theme, its vendors, presentations, activities and staged entertainment to encourage visitors to return over and over again to Fannin County to enjoy outdoor recreation and tourism services of all kinds throughout the year.



### Theme and Purpose: Something's Fishy!

"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* (designated by the state legislature in 2005).

Your support and sponsorship ensure visitors to Blue Ridge/Fannin County will discover an amazing community of destinations and services year 'round that meet all levels of discovery, challenge and achievement in outdoor recreation. 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 2026 is prepared to match those interests with more than 130 vendors onsite (vendor space sold out in 2022, 2023, 2024 and 2025). Recreational outfitters, guides, distributors and retailers will be onsite selling services and gear for fishing, hiking, camping, biking and paddling. Wildlife/outdoors artisans and craftsmen present fine furnishings. State and federal wildlife agencies and service organizations share the festival grounds to engage visitors with conservation information, outdoor recreation sites and opportunities. Locally crafted beers from Grumpy Old Men Brewing Co. and a key wine sponsor join the best selection of event food trucks in North Georgia in the shadow of the Trout Fest Sound Stage (artists to be announced).



### Where Your Sponsorship Hits Hardest

The generosity of our sponsors supports all that action with the funding necessary to create, advertise, manage and operate Trout Fest. Those building blocks underpin a substantial return for the festival beneficiary – **Blue Ridge Mountain Trout Unlimited #696 (the local, non-profit chapter of Trout Unlimited)** – and its community leadership, including the upgrades envisioned for the lower Toccoa River public-access site.

Trout Fest's message and mission centers upon education, conservation, recreation and public outreach programs associated with the cold-water resources in and around Fannin County. The Toccoa River– the spine of trout fishing in Fannin County -- collects cold-water streams across its watershed that bind together popular outdoors recreation/activities of all kinds found across the North Georgia mountains. 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 river and its watershed inspire outdoor recreation of many kinds – hiking, biking, camping, climbing, paddling and more – that will be enhanced by the public-access upgrades on the lower Toccoa River at North River Road.



### Bringing Back the Best of Trout Fest

Early interest in Trout Fest '26 has already lifted the organization's expectations for a sell-out once again of vendor sites. And your help as a sponsor will drive the 2026 Blue Ridge Trout & Outdoor Adventures Festival to break its attendance record!

The Trout Fest '26 site layout features a festival footprint that can map more than 130 exhibitor sites across the downtown city park green in Blue Ridge, while overflowing onto both East and West Main streets to accommodate the return of the **Trout Fest Food Court** (six food trucks!), the **Trout Fest Activity Zone** (trout fishing programs, a trout-fishing pond, golf putting, mountain bikes and more!) and the **Trout Fest Sound Stage** (live music!).



## TROUT FEST WORKS FOR YOU!

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

The returning 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 (provided sponsorship support) upon the **Trout Fest Food Court**, the **Trout Fest Activity Zone**, the **Trout Fest Program Tent** and the **Trout Fest Sound Stage**.



All sponsors at all levels also benefit from drawing their brand and message into printed/digital advertising and social media, on-site banners, as well as recognition of their generous support through “shout outs” from the Trout Fest Sound Stage during the event and all planned communications. 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, 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 also 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 **Grumpy Old Men Brewing Co.** (Blue Ridge), **Toccoa River Outfitters** (McCaysville/Blue Ridge), **Excursions on the Fly** (Blue Ridge), **Blue Mountain Bikes** (Blue Ridge), **Cohutta Fishing Company** (Blue Ridge), **Mulberry Gap Adventure Base** (Ellijay), **Rolling Thunder River Rafting Co. (McCaysville)** and more. Leading fly-fishing retailers in the metro-Atlanta area – **Alpharetta Outfitters (Alpharetta)**, **The Fish Hawk (Atlanta)** and **Orvis (Peachtree Corners/Atlanta)** – also share our news and message.

## IN-SERVICE: BLUE RIDGE MOUNTAIN TROUT UNLIMITED #696



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 operated and 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:

- Lower Toccoa River Access Site (North River Road)
- Trout in the Classroom (Fannin County Schools)
- Georgia Trout Camp
- Friends of the Hatchery
- UGA Foundation – TU Coldwater Scholarship
- Fannin Family Connection
- Casting for Recovery
- Project Healing Waters
- Rivers Alive
- Mercier Orchards' Family Fishing Days
- Trout Adventure Trail
- Fannin County High School Fishing Club
- Save Georgia's Hemlocks
- Tennessee Aquarium Conservation Institute

And our organization participates with these government agencies and their consumer programs:

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

Thank you very much for joining Trout Fest '26 as a community leader. We look forward to *your participation* and *working with you and for you!*

Your Planning Committee  
Blue Ridge Trout Festival & Outdoor Adventures

Contacts: Bob Borgwat                      770-827-6657 ... email: [info@blueridgetroutfest.com](mailto:info@blueridgetroutfest.com)  
              Mel Richardson                404-406-5442 ... email: [Melrich60@hotmail.com](mailto:Melrich60@hotmail.com)



9<sup>th</sup> annual

# Blue Ridge Trout & Outdoor Adventures Festival

10 am to 6 pm ... April 25, 2026  
Downtown City Park  
Blue Ridge, GA (Fannin County)

## Sponsor Participation (10-30-25)

Thank you for considering your participation as an event sponsor of the **2026 Blue Ridge Trout & Outdoor Adventures Festival (Trout Fest '26)**. Trout Fest '26 offers six levels of sponsorships in its milestone, 9<sup>th</sup>-year event, 10 am to 6 pm, April 25, 2026, in downtown city park in historic Blue Ridge, Georgia.

Trout Fest '26 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. Please follow-up with your organization's completed sponsorship application (attached). **Application for sponsorship is open until March 6, 2026.**

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.

### **Tier 1: PRESENTING PARTNER \$10,000+ ...** **The Trout Fest Sound Stage**

The top-level sponsorship of Trout Fest 2026 supports key organizational elements including a full-presentation sound stage that provides a center for the event's key entertainment, featuring two co-billed, popular full-band regional artists, 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.

**PRESENTING PARTNER-level sponsorship is exclusive.** Benefits include:

- Logo/slogan stage banner (extra-large, provided by sponsor) as primary presenter of the stage.
- Logo/slogan on street-side banners placed two weeks 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 (\$25 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).

## **Tier 2: DIAMOND \$5,000+ ... ZONE SPONSORSHIPS** (2 SPONSORSHIPS AVAILABLE)

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

A DIAMOND-level sponsorship of Trout Fest 2026 includes **Exclusive Sponsorship** in your business category and presents two unique opportunities to sponsor major segments of the event:

- **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, 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 (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 on Event Program and in all ads (print/digital), posters, rack cards, social media (Facebook/Instagram) 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 (\$25 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).

## **Tier 3: GOLD \$2,500 ... ACTIVITY SPONSORSHIPS** (4 SPONSORSHIPS AVAILABLE)

### **Trout Pond, Fly-Casting Range, Golf Chip & Putt, Program Tent(s)**

A GOLD-level sponsorship of Trout Fest 2026 reaches across four segments of festival activities: The **Kid’s Trout-Fishing Pond, Fly-Casting Range, Golf Chip & Putt, Program Tent(s)** and other activities located in the Activity Zone are focused upon families and kids; and the **Trout Fest Program Tent(s)** 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.

**GOLD-level sponsorship is exclusive.** 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 on Event Program and in all ads (print/digital), posters, rack cards, social media (Facebook/Instagram) 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).

#### **Tier 4: SILVER \$1,000 ... CASH SPONSORSHIPS** (UNLIMITED AVAILABILITY)

Cash sponsorships provide funds for the general budget of Trout Fest 2026, 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 on Event Program and in all ads (print/digital), posters, rack cards, social media (Facebook/Instagram) 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).

#### **Tier 5: BRONZE \$500 ... CASH SPONSORSHIPS** (UNLIMITED AVAILABILITY)

Cash sponsorships provide funds for the general budget of Trout Fest 2026, 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 on Event Program and in all ads (print/digital), posters, rack cards, social media (Facebook/Instagram) 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 the Trout Fest 2026 Program Tent that supports 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. Banners must be received no later than 5 pm, April 24, 2026.





9<sup>th</sup> Annual

## 2026 Blue Ridge Trout Festival & Outdoor Adventures

April 25, 2026 – Downtown City Park  
Blue Ridge, Georgia (Fannin County)

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



- ☐ (check) I WANT TO BE A SPONSOR (and I do not need an exhibitor's booth)  
☐ (check) I WANT TO BE A SPONSOR/EXHIBITOR (and I want an exhibitor's booth) NOTE: Exhibitors must assign to the event host a Certificate of Insurance proof of liability insurance upon approval of the Exhibitor Application.

**PRESENTING PARTNERS  
OF TROUT FEST 2025**

**troncalli**



And I agree to the terms/conditions/benefits published herein and associated with the following sponsorship level (check one):

- ☐ PRESENTING PARTNER - \$10,000+   ☐ Diamond - \$5,000   ☐ Gold - \$2,500  
☐ Silver - \$1,000   ☐ Bronze - \$500   ☐ Banner - \$125

### Notice of Agreement:

Use the SPONSORSHIP PROGRAM (go to [BlueRidgeTroutFest.com/Sponsors](http://BlueRidgeTroutFest.com/Sponsors)) to review the terms/benefits of your selected sponsor level, as agreed upon therein between your organization and Blue Ridge Mountain Trout Unlimited/2026 Blue Ridge Trout & Outdoor Adventures Festival (a 501c3 organization). Select your sponsorship level from the options above and mark your selected sponsorship level. Make your sponsorship level payable in check/credit card to Blue Ridge Trout Festival & Outdoor Adventures (TROUT FEST '26). Once the application is received and approved, participating exhibitors and sponsors will immediately be asked for organization logos upon which TROUT FEST '26 will use these images to promote sponsorship on the TROUT FEST '26 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 '25. All types of advertising continue through the date of festival, April 26, 2025. 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.

NOTE: All exhibitors must assign to the event host a Certificate of Insurance/proof of liability insurance upon approval of the Exhibitor Application. See "INSURANCE REQUIREMENTS" in the Exhibitor's Application for more information.



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

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

Address \_\_\_\_\_

Email \_\_\_\_\_

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

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

NOTES/REQUESTS: \_\_\_\_\_

Payment type   ☐ check # \_\_\_\_\_   ☐ credit card – payment executed by direct contact with event coordinator

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

BRTF approval signature in agreement (date paid) \_\_\_\_\_ Date \_\_\_\_\_

**Mail This Application and Your Sponsorship Check To:**

**Blue Ridge Trout & Outdoor Adventures Festival  
P.O. Box 2745, Blue Ridge, GA 30513**

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