



Blue Ridge Trout & Outdoor Adventures 2021

ADVANCE SPONSOR INFORMATION ONLY

For updated information about Trout Fest '21, go to: BlueRidgeTroutFest.com

2021 Sponsorships (Send no money now)

While we invite you and your company, agency/organization to participate as a sponsor in the 5th annual Blue Ridge Trout & Outdoor Adventures Festival (*Trout Fest '21*), **no date has yet been determined for our 2021 event.**

Trout Fest '21, presented by Blue Ridge Mountain Trout Unlimited #696 and the Fannin County Chamber of Commerce, shares a responsibility to follow state and local government COVID-related restrictions for large group gathering and will stand down on the opening of *Trout Fest '21* in Blue Ridge, Georgia, until positive action can be taken to present our festival in its full stage.

The Value of Sponsorship in Trout Fest '21

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

The 2021 Blue Ridge Trout & Outdoor Adventures Festival (Trout Fest) will once again attract thousands of visitors from all over the Southeast to Blue Ridge, GA. More than 3,000 visitors have annually attended Trout Fest – *the official Trout Festival of Georgia* – to shop up to 100 vendors including recreational outfitter/guides/gear, fine artisans, state/federal wildlife agencies, service organizations and food trucks ... all of them sharing the grounds of downtown city park in historic Blue Ridge.



Send No Money Now

Once you complete reading about becoming a sponsor in Trout Fest '21, complete the sponsorship application. Once it is received and approved, sponsors will immediately be given links, with their logos displayed, on the *Trout Fest '21* website. Also, sponsors will be splashed across the Facebook, Instagram and Twitter pages of *Trout Fest '21*. Both types of advertising will continue free of charge until participation in *Trout Fest '21* is reconfirmed or declined upon our announcement of the day of the festival. Learn more at BlueRidgeTroutFest.com/sponsors.

Meanwhile, our organizing committee encourages our visitors to help limit the spread of the COVID-19 (Coronavirus) in our community. We ask you to follow your community standards for visiting with friends/family, going to the store, and completing personal business. Get that vaccination! And, please, stay home if you have any signs of fever, cough or flu-like symptoms, and obtain a COVID-19 test as soon as possible.

A Bigger, Better Trout Fest in 2021

A new site layout this year across the grounds of downtown city park in Blue Ridge supports expanded activities – including the Troncalli Subaru Trout Fest Sound Stage for great music and an Activity Zone for more fun – and promises Trout Fest will once again reach vendor capacity. Up to 100 sites will be mapped for vendors in 2021, while taking aim to inform people about Trout Unlimited, support cold-water conservation and to showcase Blue Ridge and Fannin County as centers for participation in the outdoors recreation/activities found across the North Georgia mountains.



Sponsors are key to the event's success – from planning to executing – 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. New, this year, is your opportunity to uniquely splash your brand upon our Food Court, Activity Zone (climbing wall, trout-fishing pond, mountain bike course and more), Program Tent and 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 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/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;
- **Your Georgia Country/WNGC** radio, covering North Georgia listeners from Athens to Cartersville on 106.1 and 107.1 FM;
- **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 Blue Ridge and key retailers in metro-Atlanta including **Cohutta Fishing Company (Blue Ridge), Alpharetta Outfitters (Alpharetta)** and **The Fish Hawk (Atlanta)** – one of the most far-reaching and top-service fishing outfitters and destination fishing-travel provider in the Southeast for more than 40 years.

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. It is located in the city park in historic downtown Blue Ridge. 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). BRMTU is the annual, primary beneficiary of Trout Fest proceeds. Its mission is conserving, protecting and restoring cold-water fisheries through educational and conservation activities. Some of the programs sponsored by the organization include Rivers Alive, Trout in the Classroom, Mercier's Family Fishing Days, coldwater stream restoration and the Trout Adventure Trail. We also work with and support Casting for Recovery, Project Healing Waters, Fannin County Chamber of Commerce, Fannin County High School Fishing Club, Georgia Trout Camp and Save Georgia's Hemlocks; and Trout Fest participates with the 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 and Tennessee Valley Authority.

Thank you. We look forward to your participation and working with you.

Your Planning Committee

Blue Ridge Trout Festival & Outdoor Adventures

Contacts: Bob Borgwat 706-838-5259 ... email: BBorgwat@gmail.com
Sam Miller 404-580-4121 ... email: Malolact@yahoo.com



The 5th-year Blue Ridge Trout & Outdoor Adventures Festival

10 am to 6 pm ... April 24, 2021

Downtown City Park

Blue Ridge, GA

Sponsor Participation

Thank you for considering your participation as an event sponsor of the **2021 Blue Ridge Trout & Outdoor Adventures Festival (Trout Fest)**. *Trout Fest '21* offers new levels of sponsorships in its milestone, 5th-year event in downtown city park in historic Blue Ridge, Georgia.

Trout Fest '21 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). **SEND NO MONEY NOW**. Once the application is received and approved, sponsors will immediately be given links, with their logos displayed, on the *Trout Fest '21* website. Also, sponsors will be splashed across the Facebook, Instagram and Twitter pages of *Trout Fest '21*. Both types of advertising will continue free of charge until participation in *Trout Fest '21* is reconfirmed or declined upon our announcement of the day of the festival. Learn more at BlueRidgeTroutFest.com/sponsors.

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)

*Primary sponsorship is already filled.

Platinum-level sponsorship of the 2021 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 (Atlanta/Nashville), 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 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 – 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 VIP access tickets (maximum capacity 125) – Covered VIP tent includes tables/chairs, table drink service, special Sound Stage viewing site, private-access potties.
- 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) **Food Court/Activity Zone**

(2 sponsorships available)

Diamond-level sponsorship of Trout Fest 2021 presents two unique opportunities to sponsor major segments of the event:

- **Food Court** – popular access/seating site for 4-6 food trucks, beer/wine sales, snack/novelty vendors.
- **Activity Zone** – popular family-oriented access site for event activities including climbing wall, mountain bike track, trout pond, gem mining and cross-cutting.

Diamond-level sponsorship benefits include:

- Logo/slogan banner (provided by sponsor) as primary 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, tier-oriented presentation banner of key sponsors (provided by Trout Fest) 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 VIP access tickets (maximum capacity 125) – Covered VIP tent includes tables/chairs, table drink service, special Sound Stage viewing site, private-access potties.
- 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 Track, 2 Program Tents

Gold-level sponsorship of Trout Fest 2021 reaches across 5 segments of festival activities: The **Climbing Wall, Trout Pond** and **Mountain Bike Track** 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 40-60 visitors.

Gold-level sponsorship benefits include:

- Logo/slogan banner (provided by sponsor) as primary presentation of the sponsored activity.
- “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 VIP access tickets (maximum capacity 125) – Covered VIP tent includes tables/chairs, table drink service, special Sound Stage viewing site, private-access potties.
- 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 2021, 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 VIP access tickets (maximum capacity 125) – Covered VIP tent includes tables/chairs, table drink service, special Sound Stage viewing site, private-access potties.
- 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 2021, 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 – \$100

(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 2021 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 23, 2021.



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

The 5th-year Blue Ridge Trout & Outdoor Adventures Festival

Date to be announced
Downtown City Park, Blue Ridge, GA
BlueRidgeTroutFest.com

Pre-Sponsorship Application – Send No Money Now

I WANT TO BE A SPONSOR (view sponsor info at BlueRidgeTroutFest.com/sponsors)

check your sponsor level: Diamond - \$5,000 Gold - \$2,500 Silver - \$1,000 Bronze - \$500 Banner - \$100

Notice of Agreement:

Send no money now. Once the application is received and approved, participating exhibitors and sponsors will immediately be asked for company logos upon which Trout Fest '21 will use these images to provide links on the *Trout Fest '21* 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 '21*. All types of advertising will continue free of charge until participation in *Trout Fest '21* is reconfirmed or declined upon our announcement of the day of the festival. Upon setting a date for the festival, *Trout Fest '21* will issue updates for exhibitors and will issue an invoice for the associated Exhibitor fee or Sponsorship designation, payable upon receipt. BRTF EVENT COMMITTEE, the City of Blue Ridge 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 # _____

NOTES: _____

Sponsor signature in agreement _____ Date _____

BRTF approval signature in agreement _____ Date _____

Send No Money Now. Mail This Application 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