



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

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

10 am to 6 pm ... April 24, 2021
Downtown City Park
Blue Ridge, GA

Please Support Us!

The Value of Sponsorship in Trout Fest

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* – with up to 80 vendors including recreational outfitter/guides/gear, fine artisans, state/federal wildlife agencies, service organizations and food trucks – sharing the grounds of downtown city park in historic Blue Ridge.

A new site layout this year across the grounds of downtown city park in Blue Ridge supports expanded activities – including a Sound Stage (provided sponsorship support) 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.



We invite you and your company, agency/organization to participate in **the 5th annual Blue Ridge Trout & Outdoor Adventures Festival on April 24, 2021**, by becoming a valued Trout Fest Sponsor, sharing 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.

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.



Trout Unlimited/Blue Ridge Mountain Chapter 696 (a 501 C 3 organization) is the primary beneficiary of the 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

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 Sam Miller 404-580-4121 ... email: Malolact@yahoo.com
 Jeff Kling 404-457-3519 ... email: JeffKling@msn.com



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

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

Downtown City Park

Blue Ridge, GA

Thank you for your participation as an event sponsor of the **2021 Blue Ridge Trout & Outdoor Adventures Festival (Trout Fest)**. Trout Fest 2021 offers new levels of sponsorships in its milestone, 5th-year event, 10 am to 6 pm, April 24, 2021 in downtown city park in historic Blue Ridge, Georgia.

Trout Fest 2021 has opened sponsorships for segments 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 through Feb. 28, 2021. Please contact one of the event's sponsorship committee members (see below) for more information and/or to follow-up with your organization's completed sponsorship application (attached).

PLATINUM \$10,000/\$15,000 – The Trout Fest Sound Stage (Tier 1)

*Full sponsorship (one sponsor) is earned with your \$15,000 designation of funding.

**Co-sponsorship (two sponsors) is earned with your \$10,000 designation of funding.

Platinum-level sponsorship of the 2021 Trout Fest Sound Stage (provided sponsorship support) 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 (provided sponsorship support) 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 (provided Tier 1/Sound Stage sponsorship is sold) 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 (provided sponsorship support) 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 (provided Tier 1/Sound Stage sponsorship is sold) 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) **Climbing Wall, Trout Pond, Mountain Bike Track, 2 Program Tents**

(5 sponsorships available)

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 (provided Tier 1/Sound Stage sponsorship is sold) 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 (provided Tier 1/Sound Stage sponsorship is sold) 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.



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Downtown City Park
Blue Ridge, GA

Sponsorship Application

Company Name _____

Name of Contact _____

Address _____

Email _____

Work/Mobile # _____

Level/\$Value of Sponsorship _____

NOTES:

Sponsor Signature _____ Date _____

BRTF Signature _____ Date _____

Please make checks payable to **Blue Ridge Trout Festival** and mail along with your completed sponsor information:
Blue Ridge Trout Fest, PO Box 2745, Blue Ridge, GA 30513.

Bob Borgwat	706-838-5259	bborgwat@gmail.com
Sam Miller	404-580-4121	Malolact@yahoo.com
Jeff Kling	404-457-3519	jeffkling@msn.com

Check # _____ Amount: _____ Date Rcd. _____