

Lovely
Asheville

5th Annual
Fall
Festival
PACK SQUARE
PARK
Sat. October 10, 2026
9:AM ~ 8:PM
Sun. October 11, 2026
12:PM ~ 6:PM



Surviving & Thriving

LOVING NATURE • LOVING HUMANITY • LOVING ART

SPONSORSHIP PACKET

BRINGING COMMUNITIES TOGETHER
IN THE PARK

FOR FUN... FAMILY... FRIENDS... FOOD
LIVE MUSIC... DANCE... POETRY... GAMES

Produced by the Asheville Creative Arts Council
and Lovely Asheville Enterprises, LLC
Email: info@lovelyasheville.com



www.lovelyasheville.com

Lovely Asheville

5TH ANNUAL

FALL FESTIVAL

PACK SQUARE PARK

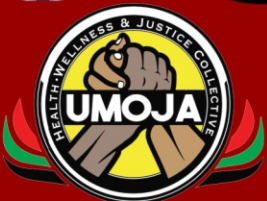
OCT. 10 & 11
2026

HEADLINING
TESO
WITH
CHILLTONIC

MORE TALENT WILL BE BOOKED
FOR THIS 2026 FESTIVAL



BE A SPONSOR ~ BE A VENDOR



5th Annual Lovely Asheville Fall Festival!

Theme: Lovely Asheville Surviving and Thriving – A Community Renewal

In the wake of Hurricane Helene, Asheville hasn't just recovered—it has emerged stronger, a vibrant testament to community spirit and nature's enduring resilience. The 5th Lovely Asheville Annual Fall Festival (LAAFF) is our powerful, **FREE** two-day celebration of this renewal!

Event Details

- **2026 Dates:**
 - Saturday, October 10th (9:00 AM – 8:00 PM)
 - Sunday, October 11th (12:00 PM – 6:00 PM)
 - **Location: Pack Square Park** (80 Court Plaza) – The Heart of Asheville!
 - **Admission:** FREE and Family-Friendly!
-

What to Expect: A Celebration of Community & Resilience

The LAAFF is a dynamic, multi-faceted event uniting the best of Asheville:

- **Premier Entertainment: TESO & Chilltonic Band** is headlining the LAAFF on Saturday, Oct. 10th! Enjoy a non-stop mix of R&B, Pop, Rock, Jazz, Classical, and more with performers like; Detective Blind, Free Flow, Virtuous, Dirty Bird, The Delta House Band, Gully Mills, Tru Loyalty, and more. Be sure to experience the performance of **The Hypnotic Band** performing their original song, "Lovely Asheville."
- **Family & Fun:** Bounce houses, interactive games, and engaging activities designed for all ages.
- **Local Ecology & Conservation:** Connect with local heroes!
 - **Bearwise (NC Wildlife Commission):** Learn critical strategies for co-existing safely with our local wildlife.
 - **Greenworks of Asheville:** Discover hands-on opportunities to keep the Asheville area pristine and clean.
- **Green Energy Showcase:** Meet local businesses presenting sustainable alternatives to fossil fuels and promoting a greener future for WNC.
- **Support Local:** Discover unique goods and services from a diverse range of local vendors and artisans.
- **Star Power:** Don't miss special appearances by **Lovely Asheville's own SUPERSTAR celebrities!**

More Than a Festival: Investing in Asheville's Future

The LAAFF is the primary annual fundraiser supporting a vital mission: **to empower at-risk youth through the performing arts.**

- **Our Partner:** We proudly partner with **Asheville Creative Arts (ACA)**, an organization that provides high-quality arts experiences, technical support, and video production exposure.
- **The Impact:** Your support fosters opportunity, self-determination, and artistic growth, positioning ACA as a hub for artistic development serving Asheville and Western North Carolina.

Join the Movement: Be a part of Lovely Asheville's remarkable story and help us nurture the next generation of creative leaders.

Sponsor & Vendor Opportunities: Maximize Your Impact

This year, following the storm, the community spirit is at an all-time high, promising maximum visibility and engagement.

Sponsorship: Year-Round Exposure

Partner with a highly visible, mission-driven community event. Your investment now secures unparalleled, extended exposure:

- **Immediate Feature:** Prominent branding in marketing materials and social media campaigns leading up to the October event.
- **Extended Reach:** Major sponsors receive exposure for **ten months** leading up to the next festival starting as soon as this December 2025, ensuring the maximum return on your sponsorship dollar.

Vendor Opportunities: Connect with a Thriving Market

Secure your spot to engage directly with thousands of supportive community members who are actively seeking to support local businesses in the recovery and renewal effort.

- **We are accepting applications for:**
 - 60 Non-Food Vendors
 - 10 Open-Flame Food Vendors
 - 10 Food Trucks / Beer Vendors
 - Fresh Produce Vendors

Past Success & Future Growth

Despite challenges, the LAAFF continues to grow, demonstrating the deep commitment of our community:

- **2nd LAAFF:** Attracted over 2,000 attendees.
- **3rd LAAFF:** Cancelled by the devastation of Hurricane Helene.
- **4th LAAFF: Grew to over 3,000 attendees** while recovery efforts were still underway!

This is Lovely Asheville Still Rising after the Storm of the century! Be a part of making history and tradition.






Lovely Asheville Annual Fall Festival 2026

Surviving & Thriving

SPONSORSHIP & VENDOR CHART

SPONSORS GET EXPOSURE FOR UP TO 12 MONTHS

KEY FOR SPONSOR CHART BELOW ... K=1000 and X=Times

| SPONSORSHIP LEVELS | INTERNET SOCIAL MEDIA INSTAGRAM TIK TOK FACEBOOK YOUTUBE | BANNERS FOR STAGE AND WEBSITE | FLYERS 2-SIDED FULL COLOR 2000 ct | LOGO ON SPONSOR T-SHIRTS | STAGE PA BLASTS | VENDOR SPACE 10'X10' | PRICES FOR 2026 | |
|---|---|------------------------------------|--------------------------------------|--------------------------|-----------------|----------------------|--|---|
| PLATINUM | 50K Exposures | 8'x16' Main Stage BANNER & 2 FLAGS | 4X | 1X | 10X | 10X | \$18,000 | |
| GOLD | 30K Exposures | 2 BANNER 4'x 6' | 2X | 1X | 8X | 8X | \$12,500 | |
| SILVER | 25K Exposures | 2 BANNER 4'x 6' | 2X | 1X | 6X | 6X | \$8,500 | |
| BRONZE | 15K Exposures | 2 BANNER 2'x 4' | 1X | 1X | 4X | 4X | \$7,000 | |
| IRON | 10K Exposures | 1 BANNER 2'x 4' | 1X | 1X | 2X | 2X | \$6,500 | |
| NON-PROFIT VENDORS |  | | | | 2X | 1X | 1-DAY \$175.00 <small>AFTER APRIL-15-2026</small> | 2-DAY \$300.00 <small>AFTER APRIL-15-2026</small> |
| NON-FOOD VENDORS |  | | | | 2X | 1X | 1-DAY \$225.00 <small>AFTER APRIL-15-2026</small> | 2-DAY \$350.00 <small>AFTER APRIL-15-2026</small> |
| FRESH PRODUCE VENDORS |  | | | | 2X | 1X | 1-DAY \$225.00 <small>AFTER APRIL-15-2026</small> | 2-DAY \$350.00 <small>AFTER APRIL-15-2026</small> |
| FOOD VENDORS |  | | | | 2X | 1X | \$400.00 <small>AFTER APRIL-15-2026</small> \$450.00 | |
| FOOD TRUCKS OR BEER / WINE VENDORS |  | | | | 2X | 1X | \$500.00 <small>AFTER APRIL-15-2026</small> \$550.00 | |

NOTE: Logo of Company must be Camera Ready for print in Lovely Asheville Festival printed material and media

Lovely Asheville Annual Fall Festival 2026

Surviving & Thriving

Minority/Small Business

SPONSORSHIP & VENDOR CHART

SPONSORS GET AD EXPOSURE FOR UP TO 12 MONTHS

KEY FOR SPONSOR CHART BELOW ... K=1000 and X=Times

| SPONSORSHIP LEVELS | INTERNET SOCIAL MEDIA INSTAGRAM TIK TOK FACEBOOK YOUTUBE | BANNERS FOR STAGE AND WEBSITE | FLYERS 2-SIDED FULL COLOR 2000 ct | LOGO ON SPONSOR T-SHIRTS | STAGE PA BLASTS | VENDOR SPACE 10'X10' | PRICES FOR 2026 |
|--------------------|--|-------------------------------|---|--------------------------|-----------------|----------------------|-----------------|
| 3-STAR | 3K Exposures | 2 BANNER 2'x 4' | 1X | 1X | 4X | 4X | \$5,500 |
| 2-STAR | 2K Exposures | 2 BANNER 2'x 4' | 1X | 1X | 3X | 3X | \$4,500 |
| 1-STAR | 1K Exposures | 1 BANNER 2'x 4' | 1X | 1X | 2X | 2X | \$3,500 |

NOTE: Logo of Company must be Camera Ready for print in Lovely Asheville Festival printed material and media

Lovely Asheville Annual Fall Festival 2026

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Surviving & Thriving

2-DAY Vendor Participation Form

Produced by the Asheville Creative Arts

LOVING NATURE - LOVING HUMANITY - LOVING ART

Check the Box below to show your TYPE of participation .

VENDOR TYPES

| | | | | |
|-------------------------------|-------------------------------|-------------------------------|--------------------------|-------------------------------|
| | NOW \$300.00 | | | |
| | AFTER APRIL 15, 2026 \$350.00 | | | |
| | NON-PROFIT | <input type="checkbox"/> | | |
| | VENDOR | | | |
| NOW \$300.00 | | NOW \$400.00 | | NOW \$500.00 |
| AFTER APRIL 15, 2026 \$350.00 | | AFTER APRIL 15, 2026 \$450.00 | | AFTER APRIL 15, 2026 \$550.00 |
| VENDOR (NON-FOOD) | <input type="checkbox"/> | FOOD VENDOR | <input type="checkbox"/> | BEER / WINE VENDOR |
| OR | | | | FOOD TRUCK VENDOR |
| FRESH PRODUCE | | | | |

SPONSOR TYPES

| | | | | | | | |
|-------------|--------------------------|-------------|--------------------------|------------|--------------------------|------------|--------------------------|
| \$18,000.00 | <input type="checkbox"/> | \$12,500.00 | <input type="checkbox"/> | \$8,500.00 | <input type="checkbox"/> | \$7,000.00 | <input type="checkbox"/> |
| PLATINUM | | GOLD | | SILVER | | BRONZE | |
| \$6,500.00 | <input type="checkbox"/> | \$5,500.00 | <input type="checkbox"/> | \$4,500.00 | <input type="checkbox"/> | \$3,500.00 | <input type="checkbox"/> |
| IRON | | 3-STAR | | 2-STAR | | 1-STAR | |

Name of Sponsor / Vendor _____

Contact Person _____

Mailing Address _____

City _____ State _____

Zip _____ Website _____

Email _____ Phone _____

Facebook _____ Fax _____

Products / Services _____

Using Open Flame? Yes / No

ALL VENDORS MUST USE WEIGHTS FOR TENTS... NO STAKES ALLOWED.

No Alcohol Sales are allowed for Vendors without pre-approval and proper permits.

Sponsor / Vendor Signiture _____ Date: _____

Deadline for FULL PAYMENT IS REQUIERED BY September 15th, 2026

Please make check to "Asheville Creative Arts"

Mail Tax deductible payments to 42 Water Street, Asheville, NC 28801

Visit www.lovelyasheville.com OR CALL 828-333-4875

THANK YOU FOR YOUR SUPPORT!

Lovely Asheville Annual Fall Festival 2026

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Surviving & Thriving

1-DAY Vendor Participation Form

Produced by the Asheville Creative Arts

LOVING NATURE - LOVING HUMANITY - LOVING ART

Check the Box below to show your TYPE of participation .

VENDOR TYPES

NOW \$175.00
AFTER APRIL 15, 2026 \$225.00

**NON-PROFIT
VENDOR**

☐

NOW \$225.00
AFTER APRIL 15, 2026 \$275.00

**VENDOR (NON-FOOD)
OR
FRESH PRODUCE**

☐

CHECK THE BOX BELOW FOR THE DAY YOU'RE VENDING.

Saturday Oct. 10th 2026

☐

Sunday Oct. 11th 2026

☐

SPONSOR TYPES

\$18,000.00
PLATINUM

☐

\$12,500.00
GOLD

☐

\$8,500.00
SILVER

☐

\$7,000.00
BRONZE

☐

\$6,500.00
IRON

☐

\$5,500.00
3-STAR

☐

\$4,500.00
2-STAR

☐

\$3,500.00
1-STAR

☐

Name of Sponsor / Vendor _____

Contact Person _____

Mailing Address _____

City _____ State _____

Zip _____ Website _____

Email _____ Phone _____

Facebook _____ Fax _____

Products / Services _____

Using Open Flame? Yes / No

ALL VENDORS MUST USE WEIGHTS FOR TENTS... NO STAKES ALLOWED.

No Alcohol Sales are allowed for Vendors without pre-approval and proper permits.

Sponsor / Vendor Signature _____ Date: _____

Deadline for FULL PAYMENT IS REQUIRED BY September 15th, 2026

Please make check to "Asheville Creative Arts"

Mail Tax deductible payments to **42 Water Street, Asheville, NC 28801**

Visit www.lovelyasheville.com OR CALL 828-333-4875

THANK YOU FOR YOUR SUPPORT!

Pack Square Park Lovely Asheville Fall Festival Site Plan

*70 Vendors on Green Max. 10X10

*10 Food Vendors 10X10

*10 Food Trucks/Beer Vendor

*2 Bounce Houses for Children

*3 Portable Handicap Bathrooms

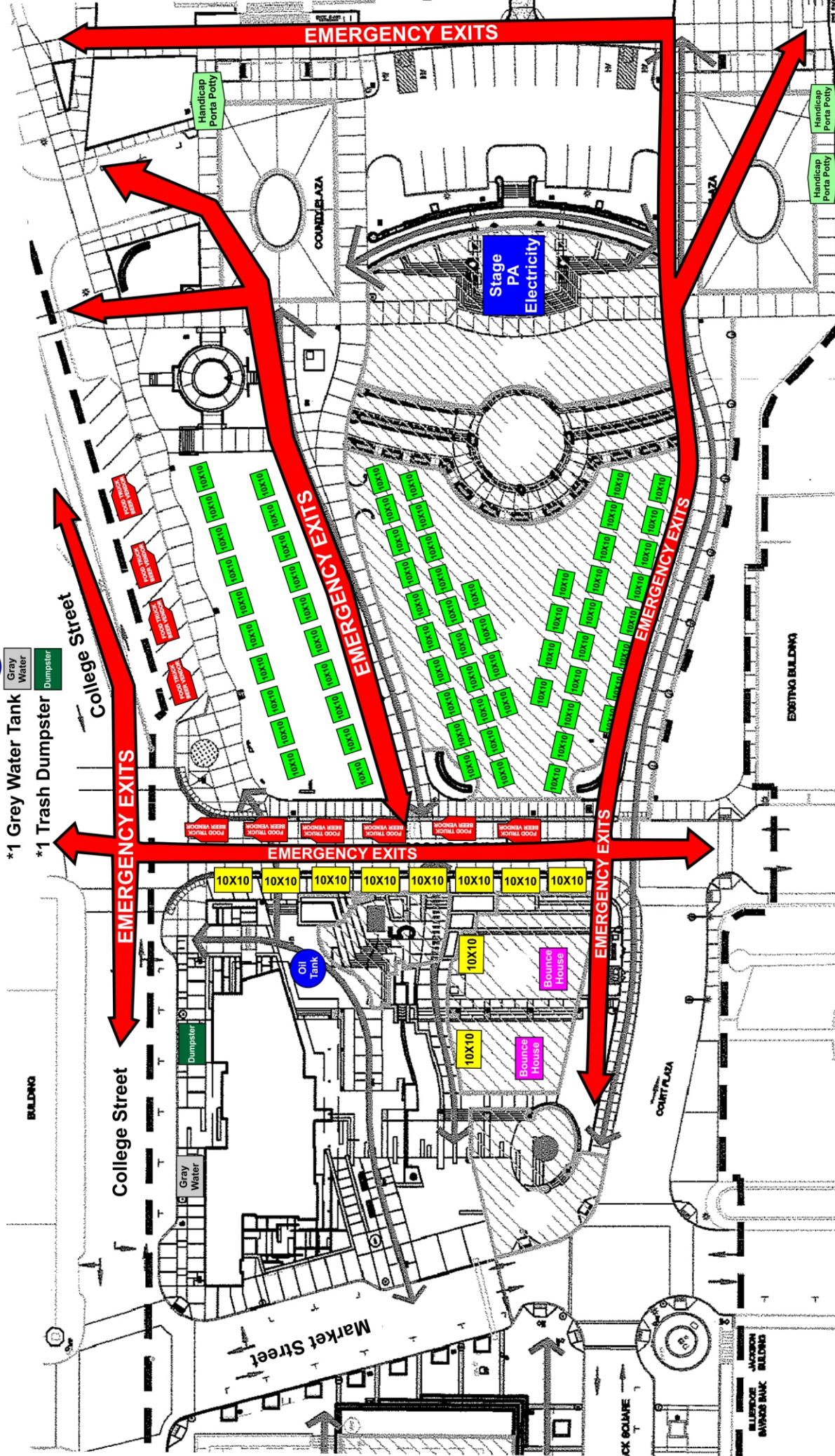
*1 Cooking Oil Tank

*1 Gray Water Tank

*1 Trash Dumpster

Reuter Terrace

Roger McGuire Green



Lovely Asheville Fall Festival 2026

**MAIN STAGE
SPONSORSHIP BANNER
LAYOUT**



EMAIL: info@lovelyasheville.com

PHONE: 828-333-4875

FRONT AND BACK OF SAMPLE FLYER ACTUAL SIZE (4"X6")

(Sample Flyer Below, Get your Logo on 2000 LAFF Flyers)

Hand 2 Hand Street Marketing Tools

FRONT



BACK

