Lovely Asheville

4th Annual

Fall Festival

PACK SQUARE PARK

Sat. October 11, 2025
9:AM ~ 8:PM
Sun. October 12, 2025
12:PM ~ 6:PM

AFTER THE STORM

CELEBRATION

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

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ASHEVILLE CREATIVE ARTS

SLAY MIC

FEATURING...

DETECTIVE db BLIND

BE A VENDOR! BE A SPONSOR!

BE THERE WITH LOVE!

EXPLORE ASHEVILLE
POWERED BY Buncombe County Tourism Development Authority

ASHEVILLE GreenWorks BUNCOMBE COUNTY

C&L Home Improvement
828-280-8282

Lovely Asheville Annual Fall Festival 2025

Lovely Asheville Rises After the Storm: Our Community Celebrates Renewal at the 4th Annual Lovely Asheville Fall Festival!

Join our After the Storm Celebration!

In the wake of adversity, Asheville emerges stronger than ever. The 4th Lovely Asheville Annual Fall Festival (LAAFF) is an **inspiring testament to our community spirit** and a vibrant celebration of nature's resilience. Asheville remains Lovely AFTER THE STORM of the century.

Mark your calendars! This **FREE** Family Friendly two-day event takes place on:

- **Saturday, October 11th,** (9:00 AM - 8:00 PM)
- **Sunday, October 12th,** (12:00 PM - 6:00 PM)

Location: Pack Square Park (80 Court Plaza) - The heart of Asheville!

What to Expect:

- **Live Music:** Detective Blind is headlining along with local bands filling the air with a vibrant mix of R&B, Pop, Rock, Jazz, and more!
- **Family Fun:** Bounce houses, engaging activities, and entertainment for all ages!
- **Nature Conservation:** Learn about local efforts to preserve Asheville's natural beauty. Bearwise of the NC Wildlife Commission will provide information about the best ways to co-exist with local wildlife. Greenworks of Asheville will be there to offer opportunities that assist in keeping the Asheville area clean.
- **Green Energy Promotions:** Local green energy businesses will offer information about the benefits of using alternatives to fossil fuels.
- **Support Local Businesses:** Discover unique goods and services from a diverse range of vendors.
- **Celebrity Appearances:** Asheville's own stars will grace the event!
- **The Hypnotic Band:** Don't miss their original song, "Lovely Asheville"!

More Than Just a Festival:

The LAAFF is a **fundraiser** supporting **at-risk youth** and their access to performing arts opportunities as well as exposure to technical support and video production. Partnering with Asheville Creative Arts (ACA), this event fosters opportunity, **self-determination** and artistic growth in a way that attracts love from around the world. ACA provides high-quality arts experiences for all and acts as a hub for artistic development and cooperation with related services to sibling social enterprises and arts nonprofits serving Asheville and Western North Carolina.

Lovely Asheville Annual Fall Festival 2025 / continued

Join the Movement:

Be a part of Lovely Asheville's remarkable story. The LAAFF is your chance to:

- Celebrate nature's beauty and support its preservation efforts.
- Discover talented local artists, musicians, and businesses.
- Enjoy a weekend filled with family fun and community spirit.

Sponsorship Opportunities:

- **Annual Event = Year-Round Exposure:** While the festival itself is a two-day event, exposure for sponsors leads up to the festival and for major sponsors, exposure extends far beyond those dates. Your brand will be prominently featured in our marketing materials, social media campaigns, and promotional activities for up to 2 month leading up to the festival, and ten months leading up to the next annual festival (August 2026), ensuring maximum impact for your sponsorship dollar.

Vendor Opportunities:

The LAAFF welcomes 60 non-food vendors, 10 open-flame food vendors, 10 food trucks or beer vendors, and fresh produce vendors. Secure your spot and connect with a thriving market and help restore the Lovely Asheville area.

Past Success:

The 2nd LAAFF attracted over 2,000 attendees, showcasing local talent and fostering community connection. The 3rd LAAFF was cancelled by Hurricane Helene. Building on this success, the 4th LAAFF promises to be even bigger and better with more PURPOSE AFTER THE STORM!

This is Lovely Asheville Rising after the Storm of the century!

#LAAFF #AshevilleStrong #CommunityCelebration

Be a part of making history and tradition!

Lovely Asheville Annual Fall Festival 2025

"AFTER THE STORM"

Corporate Business

SPONSORSHIP LEVELS

SPONSORS GET EXPOSURE FOR UP TO 12 MONTHS & BEYOND

SAVE $50.00 OFF ALL VENDOR FEES BEFORE APRIL 1st, 2025!

KEY FOR SPONSOR CHART BELOW ... K=1000 and X=Times : Ad Flags = 15 feet high : EXPOS = Exposures

SPONSORSHIP LEVELS	INTERNET Website ADs SOCIAL MEDIA ADS YouTube Instagram Twitter	BANNERS For STAGE & Website Website AD	FLYERS 2 SIDED FULL COLOR 2,000 Distributed NC & SC	Logo on Sponsor T-shirts	STAGE PA BLASTS	VENDOR SPACE 10'x10'	PRICE FOR 2025
PLATINUM	100K EXPOS	8'X 16'LA BANNER+2FLAGS	4X	X	10X	10X	$15,000
GOLD	50K EXPOS	4'X 6' BANNER X 2	2X	X	8X	8X	$10,000
SILVER	20K EXPOS	4'X 6' BANNER X 2	2X	X	6X	6X	$7,500
BRONZE	15K EXPOS	2'X 4' BANNER X 2	1X	X	4X	4X	$5,500
IRON	10K EXPOS	2'X 4' BANNER	1X	X	2X	2X	$4,500
NON-PROFIT					2X	X	NOW $200 / 4-1-25~ $250
NON-FOOD					2X	X	NOW $250 / 4-1-25~ $300
FRESH PRODUCE					2X	X	NOW $250 / 4-1-25~ $300
FOOD VENDOR					2X	X	NOW $300 / 4-1-25~ $350
FOOD TRUCK BEER / WINE					2X	X	FOOD TRUCK BEER / WINE NOW $400 / 4-1-25~ $450

NOTE: CAMERA READY COMPANY NAME/WEBSITE/LOGO REQUIRED FOR ALL MEDIA MATERIAL

Minority/Small Business

SPONSORSHIP LEVELS

KEY FOR SPONSOR CHART BELOW ... K=1000 and X=Times : Ad Flags = 15 feet high : EXPOS = Exposures

Minority Business SPONSORSHIP LEVELS	INTERNET Website ADs SOCIAL MEDIA ADS YouTube Instagram Twitter	BANNERS For STAGE & Website Website AD	FLYERS 2 SIDED FULL COLOR 2,000 Distributed NC & SC	Logo on Sponsor T-shirts	STAGE PA BLASTS	VENDOR SPACE 10'x10'	PRICE FOR 2025
3-STAR	3K EXPOS	2'X 4' BANNER X 2	1X	X	4X	4X	$4,000
2-STAR	2K EXPOS	2'X 4' BANNER	1X	X	3X	3X	$3,000
1-STAR	1K EXPOS	2'X 4' BANNER	1X	X	2X	2X	$2,500

NOTE: Logo of Company must be Camera Ready for print in Lovely Asheville Festival printed material and media. Please submit logo file(s) to info@lovelyasheville.com.

Lovely Asheville Fall Festival 2025

MAIN STAGE
SPONSORSHIP BANNER
LAYOUT

EMAIL: **info@lovelyasheville.com** ***PHONE:*** ***828-333-4875***

Pack Square Park

Lovely Asheville Fall Festival Site Plan

*70 Vendors on Green Max. 10X10

*10 Food Vendors 10X10

*10 Food Trucks/Beer Vendor FOOD TRUCK BEER VENDOR

*2 Bounce Houses for Children Bounce House

*3 Portable Handicap Bathrooms Handicap Porta Potty

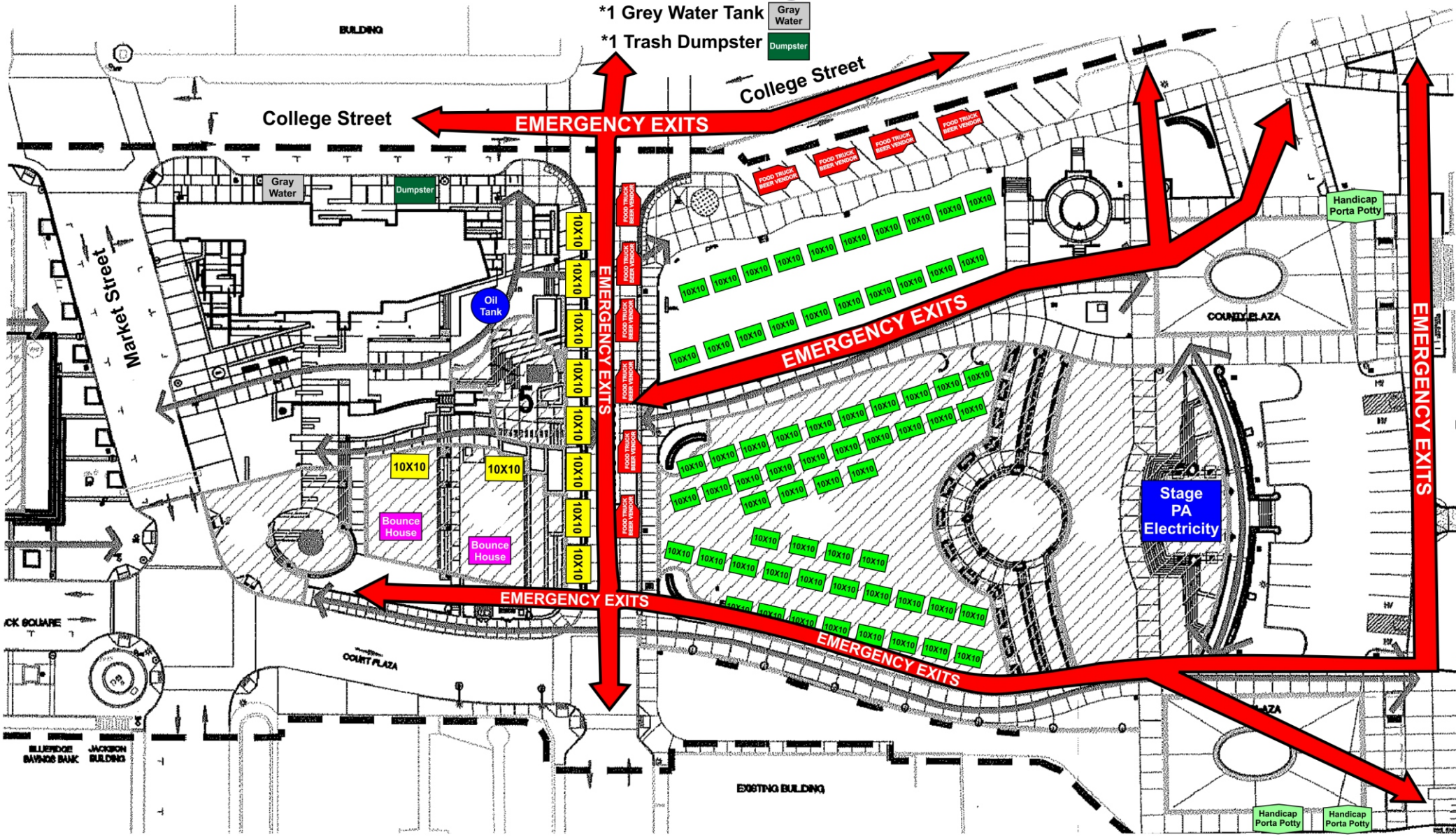
*1 Cooking Oil Tank Oil Tank

*1 Grey Water Tank Gray Water

*1 Trash Dumpster Dumpster

Reuter Terrace

Roger McGuire Green



FRONT AND BACK OF SAMPLE FLYER
ACTUAL SIZE

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

Hand 2 Hand Street Marketing Tools

FRONT

BACK

NOTE Only VENDORS can fill this INFO out ONLINE and pay at www.LovelyAsheville.com

Lovely Asheville Annual Fall Festival 2025

"AFTER THE STORM"

Sponsorship 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 $250.00
AFTER APRIL 1, 2025 $300.00
VENDOR (NON-FOOD) OR FRESH PRODUCE ☐

NOW $350.00
AFTER APRIL 1, 2025 $400.00
FOOD VENDOR ☐

NOW $450.00
AFTER APRIL 1, 2025 $500.00
BEER / WINE VENDOR
FOOD TRUCK VENDOR ☐

SPONSOR TYPES

$15,000.00 PLATINUM ☐
$10,000.00 GOLD ☐
$7,500.00 SILVER ☐
$5,500.00 BRONZE ☐

$4,500.00 IRON ☐
$4,000.00 3-STAR ☐
$3,000.00 2-STAR ☐
$2,500.00 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 Signiture _____ Date: _____

Deadline for FULL PAYMENT IS REQUIERED BY September 15th, 2025

Please make check to "**Asheville Creative Arts**"

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

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

THANK YOU FOR YOUR SUPPORT!