

Lovely
Asheville

3rd Annual
Fall
Festival

October 12th & 13th, 2024
Carrier Park (River Front Park)
Saturday 10/12/24 ~ 9:AM ~ 8:PM
Sunday 10/13/24 ~ 12:PM ~ 6:PM



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

Call Abby or Ray or Anita 828-333-4875

www.lovelyasheville.com



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FEATURING...



THE FREE FLOW BAND



BE A VENDOR! BE A SPONSOR!
BE THERE WITH LOVE!



POWERED BY
Buncombe County Tour
Development Authority



Lovely Asheville Annual Fall Festival 2024

The Lovely Asheville Annual Fall Festival (LAAFF) is the 1st official Annual Fall Festival in the history of Asheville, NC. The 3rd Lovely Asheville Annual Fall Festival takes place in the river front Carrier Park, 220 Amboy Road in West Asheville, NC to celebrate the natural beauty and preservation of nature in the Asheville, NC area. This festival is FREE TO ATTEND and highlights the local community through Musical Artists, Performing Artists, Poetry and Visual Arts. This festival is designed to bring awareness to the preservation of the Asheville area through trash pickup programs, green energy information, and art programs. The Lovely Asheville Fall Festival happens at the magical time of year when Asheville NC's leaves are in peak color and tourists are looking for awesome activities to participate.

The 3rd Lovely Asheville Annual Fall Festival happens Saturday, October 12th, and Sunday, October 13th 2023 and will be filled with family friendly fun, food, friends, entertainment, cultural activities, merchants, and speakers. The talent packed event starts at 9:AM ~8:PM Saturday and Sunday 12:PM ~ 6:PM. It is an outdoors event and wearing a mask is recommended. Local Bands will perform Live music of R&B, Pop, Rock, Inspirational, Jazz and more. Many local businesses and organizations will display and sell goods and services to include great food, clothing / fashion designs, natural cosmetics, and souvenirs throughout the day.

- > **IT'S A FAMILY FRIENDLY TALENT, NATURE CONSERVATION AND BUSINESS SHOWCASE!**
- > **CELEBRITIES NATIVE TO ASHEVILLE WILL BE ON DISPLAY.**
- > **THE HYPNOTIC BAND WILL PERFORM THEIR ORIGINAL SONG "LOVELY ASHEVILLE".**

The LAAFF is a fundraiser produced by Asheville Creative Arts and Lovely Asheville Enterprises, LLC to benefit at-risk youth having opportunities in various performing arts careers. Asheville Creative Arts serves as a space for developing, testing and implementation of approaches to performing arts, strategic planning and communications skill enhancement for self-determination and self- advocacy. ACA is an Asheville-based arts and arts service organization, providing high quality, professional theater, performance, and arts experiences to Asheville artists and audiences of all ages, and offering fiscal sponsorship and related services to sibling social enterprises and arts nonprofit serving Asheville and Western North Carolina. For more Information about our program visit... www.AshevilleCreativeAsheville.org

The 2nd Lovely Asheville Annual Fall Festival 2023 was a success with over 2,000 patrons, 6 Local Bands, 35 Non-Food Vendors, 8 Food Vendors, and 2 Bounce Houses, resulting in part from well written articles in local two local publications: The Laural of Asheville / October Edition and The Mountain Express / Oct 10th Release. Our attendance results must credited in part by our social media marketing and advertising campaign reaching over 7,000 exposures

The 3rd Lovely Asheville Annual Fall Festival space allows 80 non-food vendors, 10 Food (open flame), and 15 Food Trucks. This event will have fresh produce vendors. We have The Hypnotic Band booked with many from the 2nd Annual willing to return. Lovely Asheville marketing and advertising through social media platforms

THE DEMOGRAPHICS: The Lovely Asheville Annual Fall Festival 2024 offers your company an excellent opportunity to reach a very diverse, well educated, cultural spirited consumer market. Sponsorship opportunity will allow you to target a diverse audience of more than 90,000 people, with 2 to 3 generations of all ages. Similar events in recent years have attracted thousands of individuals, hundreds of businesses, non-profits, community based organizations and individuals. Contact us and let us show you how your company can obtain visibility for your product(s) and/or service(s).

Lovely Asheville Annual Fall Festival 2024

Corporate Business

SPONSORSHIP LEVELS

SAVE \$50.00 OFF ALL VENDOR FEES BEFORE APRIL 1st, 2024!

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 2024
PLATINUM	20K EXPOS	8' X 16' LA BANNER+2FLAGS	4X	X	10X	10X	\$15,000
GOLD	10K EXPOS	4' X 6' BANNER X 2	2X	X	8X	8X	\$10,000
SILVER	5K EXPOS	4' X 6' BANNER X 2	2X	X	6X	6X	\$7,500
BRONZE	2K EXPOS	2' X 4' BANNER X 2	1X	X	4X	4X	\$5,500
IRON	1K EXPOS	2' X 4' BANNER	1X	X	2X	2X	\$4,500
NON FOOD VENDOR 10x10					2X	X	\$250
FRESH PRODUCE					2X	X	\$250
FOOD VENDOR					2X	X	\$350
FOOD TRUCK BEER / WINE					2X	X	FOOD TRUCK BEER / WINE \$450

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

SAVE \$50.00 OFF ALL VENDOR FEES BEFORE APRIL 1st, 2024!

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 2024
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.

Lovely Asheville Annual Fall Festival 2024

MAIN STAGE SPONSORSHIP BANNER LAYOUT



Carrier Park Map



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



SAVE \$50.00 OFF ALL VENDOR FEES BEFORE APRIL 1st, 2024!
****NOTE** Only VENDORS can fill this INFO out ONLINE and pay at www.LovelyAsheville.com**

Lovely Asheville Annual Fall Festival 2024

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

VENDOR (NON-FOOD) ^{\$250}
OR
FRESH PRODUCE

FOOD VENDOR ^{\$350}

BEER / WINE VENDOR ^{\$450}
FOOD TRUCK VENDOR

SPONSOR TYPES

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

\$4,500.00 **\$4,000.00** **\$3,000.00** **\$2,500.00**
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 Signature _____ Date: _____

Deadline for FULL PAYMENT IS REQUIRED BY September 15th, 2024

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 Carrier Park Site Plan

- 60 Vendors (Non-Food / Info.)
- 10 Food Vendors + 5 Food / Beer Trucks



Emergency Exits ■■■■