

*L*ovely
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

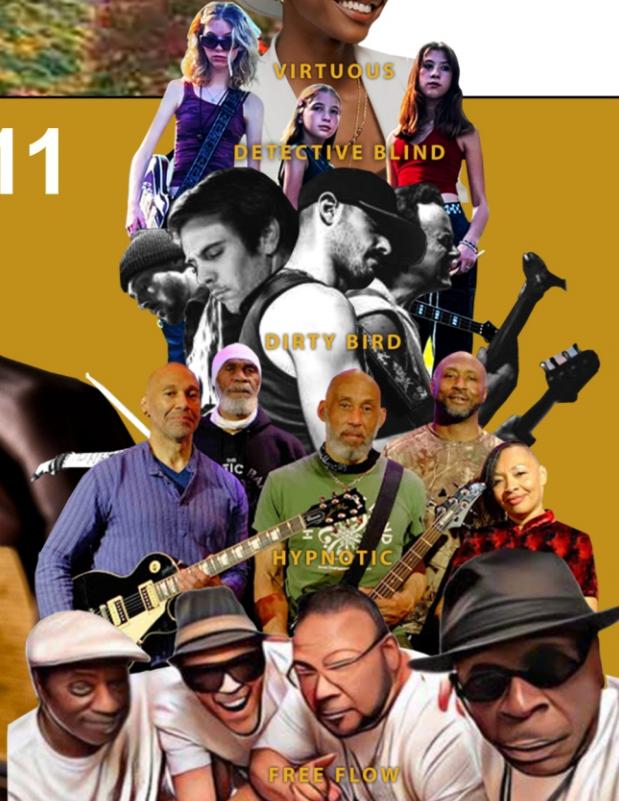
FALL FESTIVAL

PACK SQUARE PARK

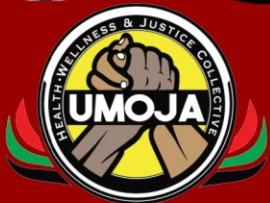
OCT. 10 & 11
2026

HEADLINING
TESO
WITH
CHILLTONIC

MORE TALENT WILL BE BOOKED
FOR THIS 2026 FESTIVAL



BE A SPONSOR ~ BE A VENDOR



Lovely Asheville Rises: Celebrate Resilience at the

5th Annual Lovely Asheville Fall Festival!

Theme: Lovely Asheville Surviving and Thriving – A Community Renewal

Asheville, NC — Lovely Asheville is on the rise—transforming recovery into vibrant renewal. This fall, we honor the unbreakable spirit of our city at the 5th Lovely Asheville Annual Fall Festival (LAAFF). Join us for two days of community, culture, and creativity at this free event, celebrating the resilience of our residents, the breathtaking vivid natural beauty of Asheville in autumn, and the shared future we are building together with the support of responsible tourism.

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." Holding the live music gaps together with celebration music will be **DJ Ipod**.
- **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:** The 5th LAAFF will feature a “Lovely Asheville Superstar Tent Exhibit”, that will display photos and bios of celebrities born in the lovely Asheville area. Celebrities include; Warren Haynes, Roberta Flack, Chris Chalk, Bellamy Young, Rico Dowdle, Camron Maybin, Nina Simone, Miya Bailey, Brad Daugherty, Leonard Little and more. Our LA Superstars are also invited to attend the festival.

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)**, a 501 C3 non-profit 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, our community spirit is at an all-time high while tourism is very supportive and growing, promising maximum visibility and engagement.

Sponsorship: Year-Round Exposure

Partner with a highly visible, mission-driven community and tourism 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 December of the previous year, ensuring the maximum return on your sponsorship dollar.

Vendor Opportunities: Connect with a Thriving Market

Secure your vendor booth to engage directly with thousands of tourists (October has peak tourism) and supportive community members who are actively seeking to support local businesses in the recovery and renewal effort. Vendor Booth fees are affordable to allow maximum profit opportunities for your business. Register to be a vendor on or before April 15th, 2026 to save \$50.00 off the full fee.

- **We are accepting applications for:**
 - 70 Non-Food Vendors
 - 10 Open-Flame Food Vendors
 - 10 Food Trucks / Beer Vendors
 - 10 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 just two weeks before the event dates.
- **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 AFTER APRIL-15-2026 \$225.00 2-DAY \$300.00 AFTER APRIL-15-2026 \$350.00
NON-FOOD VENDORS					2X	1X	1-DAY \$225.00 AFTER APRIL-15-2026 \$275.00 2-DAY \$350.00 AFTER APRIL-15-2026 \$400.00
FRESH PRODUCE VENDORS					2X	1X	1-DAY \$225.00 AFTER APRIL-15-2026 \$275.00 2-DAY \$350.00 AFTER APRIL-15-2026 \$400.00
FOOD VENDORS					2X	1X	\$400.00 AFTER APRIL-15-2026 \$450.00
FOOD TRUCKS OR BEER / WINE VENDORS					2X	1X	\$500.00 AFTER APRIL-15-2026 \$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

Page 6.

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

SPONSOR TYPES

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

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!

Lovely Asheville Annual Fall Festival 2026

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

Name of Sponsor / Vendor _____

Contact Person _____

Mailing Address _____

City _____ State _____

Zip _____ Website _____

Email _____ Phone _____

Facebook _____ Fax _____

Products / Services _____

Using Open Flame? Yes / No

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Lovely Asheville Fall Festival 2026
MAIN STAGE
SPONSORSHIP BANNER
LAYOUT



EMAIL: info@lovelyasheville.com

PHONE: [828-333-4875](tel:828-333-4875)