

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](mailto:info@lovelyasheville.com)



[www.lovelyasheville.com](http://www.lovelyasheville.com)



# Lovely Asheville

5TH ANNUAL

# FALL FESTIVAL

PACK SQUARE PARK

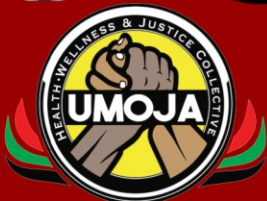
OCT. 10 & 11  
2026

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.

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### 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 5<sup>th</sup> 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.

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## 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.

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## 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 15<sup>th</sup>, 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'	<b>PRICES FOR 2026</b>	
<b>PLATINUM</b>	50K Exposures	8'x16' Main Stage BANNER & 2 FLAGS	4X	1X	10X	10X	\$18,000	
<b>GOLD</b>	30K Exposures	2 BANNER 4'x 6'	2X	1X	8X	8X	\$12,500	
<b>SILVER</b>	25K Exposures	2 BANNER 4'x 6'	2X	1X	6X	6X	\$8,500	
<b>BRONZE</b>	15K Exposures	2 BANNER 2'x 4'	1X	1X	4X	4X	\$7,000	
<b>IRON</b>	10K Exposures	1 BANNER 2'x 4'	1X	1X	2X	2X	\$6,500	
<b>NON-PROFIT VENDORS</b>					2X	1X	1-DAY \$175.00 <small>AFTER APRIL-15-2026</small>	2-DAY \$300.00 <small>AFTER APRIL-15-2026</small>
<b>NON-FOOD VENDORS</b>					2X	1X	1-DAY \$225.00 <small>AFTER APRIL-15-2026</small>	2-DAY \$350.00 <small>AFTER APRIL-15-2026</small>
<b>FRESH PRODUCE VENDORS</b>					2X	1X	1-DAY \$225.00 <small>AFTER APRIL-15-2026</small>	2-DAY \$350.00 <small>AFTER APRIL-15-2026</small>
<b>FOOD VENDORS</b>					2X	1X	\$400.00 <small>AFTER APRIL-15-2026</small> \$450.00	
<b>FOOD TRUCKS OR BEER / WINE VENDORS</b>					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 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](http://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

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Visit [www.lovelyasheville.com](http://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

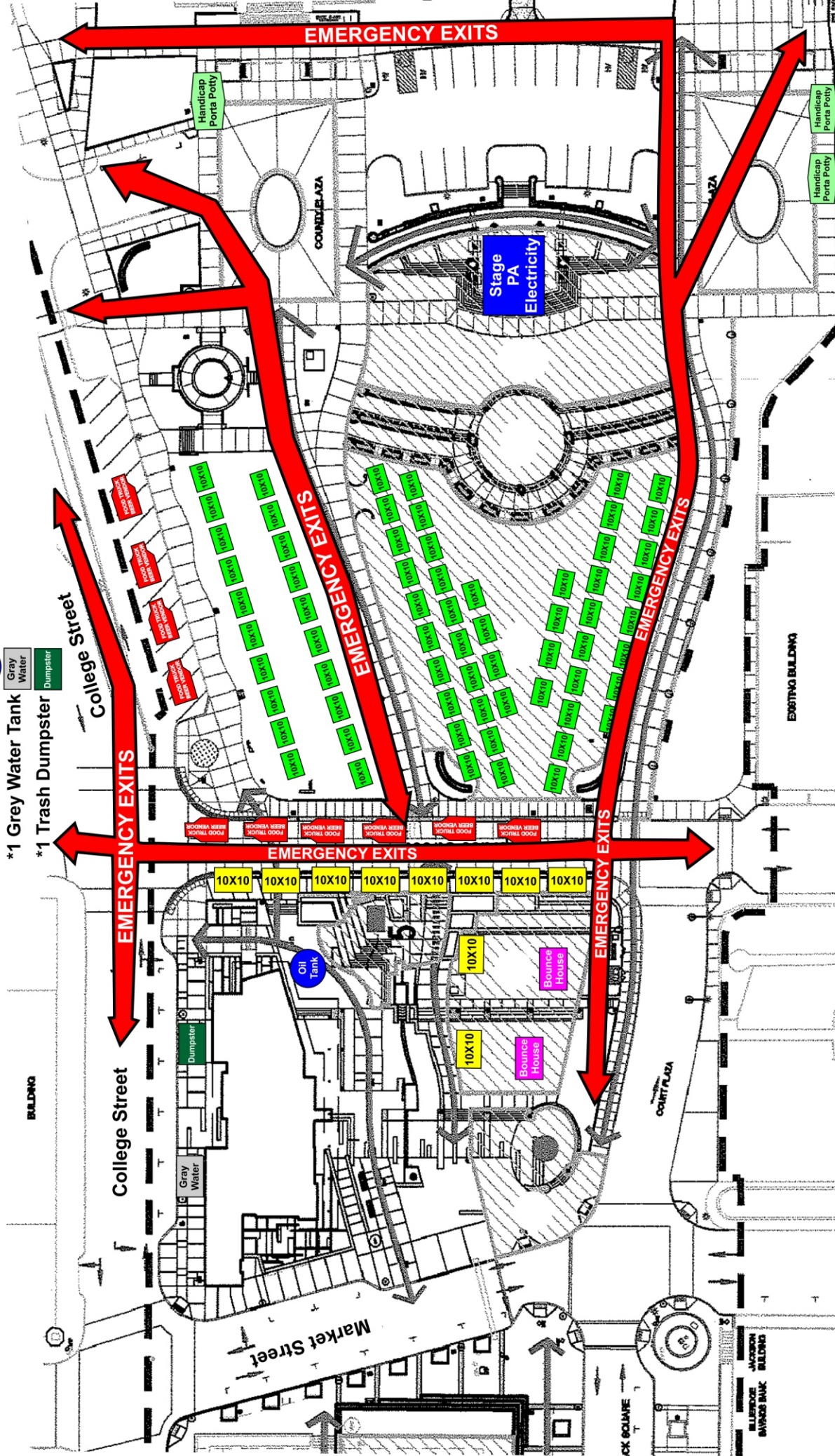
\*1 Cooking Oil Tank

\*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](mailto:info@lovelyasheville.com)

**PHONE:** 828-333-4875