

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

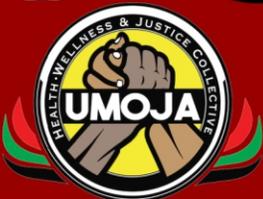
OCT. 10 & 11
2026

HEADLINING
TESO
WITH
CHILLTONIC

MORE TALENT WILL BE BOOKED
FOR THIS 2026 FESTIVAL



BE A SPONSOR ~ BE A VENDOR



**Lovely Asheville Rises After the Storm:
Our City Celebrates Renewal at the
5th Lovely Asheville Annual Fall Festival
Join Our Celebration of Nature, Humanity and Art.**

In the wake of adversity, Asheville emerges stronger than ever. The 5th Lovely Asheville Annual Fall Festival (LAAFF) is an **inspiring testament to our community spirit** and a vibrant celebration of the arts and nature's resilience. Asheville remains Lovely AFTER THE STORM of the century and **ready to welcome locals and tourists** to join our annual celebration.

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

- **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!

What to Expect:

- **Live Music:** TESO & Chilltonic Band is headlining along with local bands filling the air with a vibrant mix of R&B, Pop, Rock, Jazz, Classical 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.
- **Policy on Religious and Political Neutrality:** This policy helps to ensure a welcoming and unified atmosphere at our festival.
- **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** that supports **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.

Join the Tradition:

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 2027), 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 grew to over 3,000 attendees despite recovery from hurricane Helene efforts are still underway in the area.

In the wake of adversity, Asheville emerges stronger. The 4th Annual Lovely Asheville Fall Festival (LAAFF) is an **After the Storm Celebration**, a powerful testament to our community's resilience.

Mark your calendars!

- **Dates:** Saturday, November [Date] (9:00 AM - 8:00 PM) & Sunday, November [Date] (12:00 PM - 6:00 PM)
- **Location:** Pack Square Park (80 Court Plaza)

A Weekend of Family Fun and Renewal:

- **Live Music:** Local bands will fill the air with R&B, Pop, Rock, Jazz, and more!
- **Artisan Marketplace:** Discover handcrafted goods, local food, and unique Asheville treasures from over 80 vendors.
- **Nature Conservation:** Learn about local environmental efforts and engage in interactive exhibits.
- **Celebrity Appearances:** Asheville's own stars will grace the stage!
- **The Hypnotic Band:** Don't miss their original song, "Lovely Asheville!"

More Than Just a Festival:

The LAAFF is a fundraiser supporting Asheville Creative Arts (ACA), empowering at-risk youth through performing arts opportunities. ACA provides high-quality arts experiences for all ages and fosters self-advocacy skills.

Be a Part of the Legacy:

Join us as we celebrate Asheville's vibrant spirit, breathtaking nature, and unwavering community. This **FREE** event is perfect for families and individuals of all ages.

Sponsorship Opportunities:

Reach a diverse audience of over 90,000 people across generations. Contact us to showcase your brand and support a worthy cause.

Key Influential Points:

- **Community Focus:** Emphasize healing and rebuilding together.
- **Unique Theme:** "After the Storm Celebration" sparks curiosity and emotional connection.
- **Family-Friendly Atmosphere:** Highlight activities for all ages.
- **Local Talent:** Showcase Asheville's artistic soul.
- **Environmental Awareness:** Promote sustainability and conservation efforts.
- **Celebrity Appearances:** Generate excitement and star power.
- **Supportive Cause:** Show the positive impact on at-risk youth.
- **Diversity and Reach:** Attract a broad audience for potential sponsors.

Call to Action:

Visit our website or contact us today to join the celebration! Let's paint Pack Square Park with the vibrant colors of Asheville's spirit.

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

#LAAFF #AshevilleStrong #CommunityCelebration

Be a part of making history and building tradition!

Lovely Asheville Rises: A Community Celebrates After the Storm (5th Annual Lovely Asheville Fall Festival)

Join the Healing. Celebrate the Spirit. Embrace the Beauty.

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

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 VENDOR

NOW \$300.00
AFTER APRIL 15, 2026 \$350.00

VENDOR (NON-FOOD) OR FRESH PRODUCE

NOW \$400.00
AFTER APRIL 15, 2026 \$450.00

FOOD VENDOR

NOW \$500.00
AFTER APRIL 15, 2026 \$550.00

BEER / WINE VENDOR OR FOOD TRUCK VENDOR

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 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

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

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 REQUIERED BY September 15th, 2026

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

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

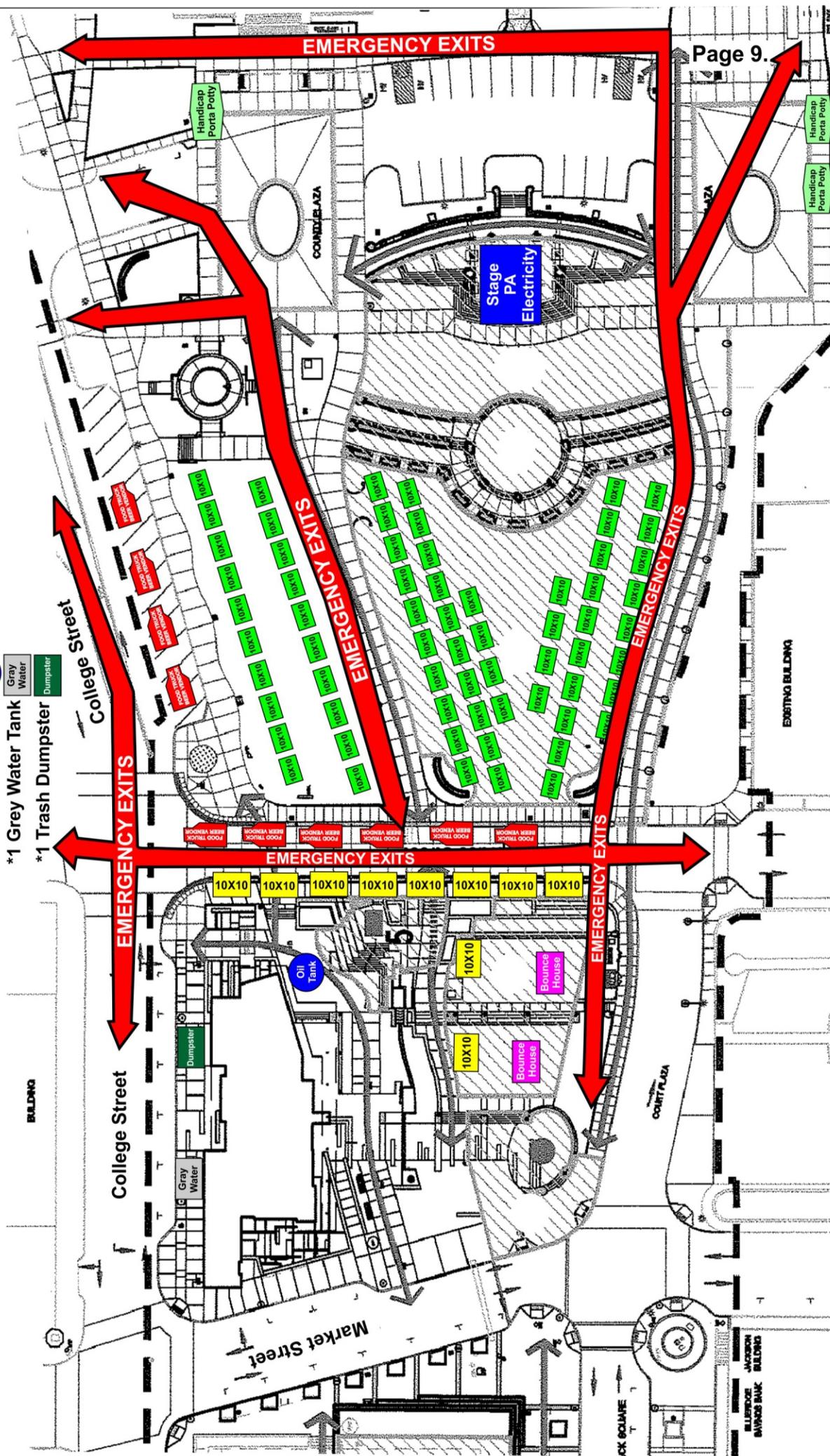
THANK YOU FOR YOUR SUPPORT!

Pack Square Park Lovely Asheville Fall Festival Site Plan

Reuter Terrace

Roger McGuire Green

- *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 Grey Water Tank
- *1 Trash Dumpster



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 shows examples of your possible ad placement on our future flyers with all new artwork.

Front

THE AFTER THE STORM CELEBRATION

Lovely Asheville 4th Annual **Fall Festival**

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

PACK SQUARE PARK

FEATURING...
LIVE MUSIC FUN ART
FAMILY FOOD POETRY
VENDORS

AND OTHER AWESOME BANDS

ASHEVILLE CREATIVE ARTS
BUNCOMBE COUNTY
CITY OF ASHEVILLE

SLAY MIC GreenWorks

www.LovelyAsheville.com

Your Logo Ad (multiple instances)

Back

THE AFTER THE STORM CELEBRATION

Lovely Asheville 4th Annual **Fall Festival**

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

PACK SQUARE PARK

BANDS PERFORMING:
3,000+ ATTENDENTS EXPECTED
THERE'S STILL TIME TO:

BE A VENDOR
NICE BOOTH FEES
BE A SPONSOR
YEAR ROUND ADVERTISING

FREE FLOW BAND
VIRTUOUS
DIRTY BIRD
THE HYPNOTIC BAND
FUNK-R&B-ROCK-HIP HOP-SOUL-REGGAE

detective blind

www.LovelyAsheville.com

Your Logo Ad (multiple instances)

LAAFF 2026 - Food Vendor (Open Flame) Required Health & Business Permits, Vending Fee with Deadlines

Operating as an open flame food vendor at the **Lovely Asheville Annual Fall Festival** requires a combination of local health department permits, fire safety certifications, and specific insurance coverage.

Because this event is held in Buncombe County, you must adhere to both the festival's private requirements and the City of Asheville's strict fire codes for "Open Flame" cooking.

1. Required Health & Business Permits

- **Buncombe County TFE Permit:** You must submit a **Temporary Food Establishment (TFE)** application to Buncombe County Environmental Health at least **15 days prior** to the event. The fee is typically **\$75**.
- **NC Sales & Use Tax Certificate:** You must have a valid North Carolina sales tax ID to sell food or merchandise.
- **Food Handler Certification:** At least one person on-site should have a **ServSafe** or equivalent ANSI-accredited food manager certification.

2. Open Flame & Fire Safety (City of Asheville)

Cooking with an open flame (charcoal, wood, or gas) triggers specific fire marshal requirements:

- **Fire Marshal Inspection:** You must be prepared for an on-site inspection before the festival opens.
- **Fire Extinguisher:** Vendors using open flames or deep fryers must have a **Class K** extinguisher (for grease) and/or a **2A:10B:C** rated extinguisher with a current inspection tag (serviced within the last year).
- **LP Gas/Propane:** If using propane, tanks must be secured (chained or in a milk crate) to prevent tipping and located away from public egress.
- **Flame Retardant Tents:** Your tent must have a manufacturer's tag certifying it is flame retardant (NFPA 701 compliant).

3. Insurance Requirements

The festival organizer, **Lovely Asheville Enterprises, LLC**, typically requires vendors to carry **General Liability Insurance**.

- **Coverage Limits:** Usually a minimum of **\$1,000,000** per occurrence.
- **Additional Insured:** You will likely need to list "Lovely Asheville Enterprises, LLC" and potentially "The City of Asheville" as **Additional Insured** on your Certificate of Insurance (COI).
- **Ground Protection:** Asheville regulations often require open flame/grease vendors to use **tar paper or grease mats** under their entire cooking area to prevent pavement staining.

4. Vendor Fees & Deadlines

- **Booth Fee 2026:** food vendor spaces range from **\$400 to \$450** with power available.
- **Booth Fee Deadlines:** Open Flame Food Vendor fee is **\$400.00 until April 15, 2026, then \$450.00** with registration deadline being September 15th, 2026. **Spaces are limited.**
- **Waste Management:** The festival often mandates that all service materials (plates, forks, etc.) be **compostable**.
- **Pay Online:** at www.LovelyAsheville.com or **mail check to Lovely Asheville Enterprises, LLC, 42 Water Street, Asheville, NC 28801.**

5. Vendor Setup & Breakdown

- **Booth assignment with setup and breakdown** times and details will be emailed to vendor contact two weeks before the event.
- **Booth space is 10 feet by 20 feet per fee.**

Policy on Religious and Political Neutrality

Ensuring a Welcoming and Unified Atmosphere at the LAAFF

To Our Community, Vendors, and Partners,

The mission of the Lovely Asheville Annual Fall Festival (LAAFF) has always been to celebrate the spirit of our region, our local talent, and the natural beauty that surrounds us. To ensure that every attendee—regardless of background, belief, or affiliation—feels equally welcome and safe, we have established a policy of strict neutrality regarding religious denominations and political parties.

Our decision to omit these specific acknowledgments is based on three core principles:

- **Creating a Universal Space:** Festivals serve as one of the few remaining "common grounds" in our society. By focusing on shared interests like art, music, and environmental preservation, we provide a sanctuary where community members can connect over what unites them, rather than what divides them.
- **Prioritizing Emotional Safety:** In today's polarized climate, the presence of partisan or denominational signage can inadvertently create an atmosphere of "us vs. them." We believe that for an event to be truly inclusive, it must be free from the pressures of ideological debate, allowing families and individuals to enjoy the experience without feeling marginalized or targeted.
- **Mission Alignment:** Our platform is dedicated to specific community goals, such as supporting local youth and celebrating our unique regional culture. Maintaining a neutral environment ensures that these objectives remain the primary focus, preventing our core message from being overshadowed by outside political or religious agendas.

We value the diversity of thought and faith that our attendees bring with them. However, we ask that within the festival gates, we all join together under the single banner of our community.

We appreciate your cooperation in keeping this event a peaceful, vibrant, and safe space for everyone.

Sincerely,

Ray Mapp Event Organizer / Marketing

Lovely Asheville Enterprises, LLC

Abby Felder

Asheville Creative Arts (501-C3)