

# *Festival Sponsorship Packages*

*22nd Annual*



*Main Street and Railroad Avenue,  
Downtown Sylva, North Carolina  
Saturday, April 27, 2019  
10 a.m. until 4 p.m.*

The Town of Sylva is now gearing up for the 2019 Greening Up The Mountains Festival. It is the support of our local businesses that allows the planning committee to improve the quality of the festival from year to year.

The Greening Up The Mountains Festival costs around \$15,000.00 to put on, not including the cost of overtime by Town Employees and City and County law enforcement. While the Town covers a majority of the expenses, funds collected through local sponsorships pay for advertising, volunteer-shirts, tent and chairs for the Main Street stage, portable toilets, and more.

In appreciation of your support, the Greening Up The Mountains Festival recognizes its sponsors both at the festival, as well as in our print ads published throughout area publications, social media, and website.

We hope that you will become a sponsor for this year's festival, and deeply appreciate your support.

Sincerely,  
Kendra Hamm  
Event Coordinator  
[greeningupthemountains@gmail.com](mailto:greeningupthemountains@gmail.com)

# 2019 GUTM FESTIVAL SPONSORSHIP OPPORTUNITIES

**Please submit your sponsorship agreement and payment no later than February 15, 2019.**  
This date is critical in order to meet deadlines for our advertisers and to ensure sponsors to receive the full recognition noted in your package of choice.

## 2019 SPONSORSHIP PACKAGES

### **Tuckaseegee Sponsor: \$2,500**

- Three booth spaces (*added value: \$240*)
- Logo on Volunteer T-Shirts
- Logo on both Music Stage Banners
- Logo on poster and promotional materials
- Logo on GUTM website
- Name listed on Music Program on day of festival

### **Mountain Heritage Sponsor: \$1200**

- One booth space (*added value: \$80*)
- Logo on both Music Stage Banners
- Logo on poster and promotional materials
- Logo on GUTM website
- Name listed on Music Program on day of festival

### **Blue Ridge Sponsor: \$600**

- Logo on both Music Stage Banners
- Logo on poster and promotional materials
- Logo on GUTM website
- Name listed on Music Program on day of festival

### **Black Rock Sponsor: \$400**

- Logo on poster and promotional materials
- Small logo on GUTM website
- Name listed on Music Program on day of festival

### **Friend of GUTM Sponsor: \$250**

- Small logo on GUTM website
- Name listed on Music Program on day of festival

### **Arts Sponsor: \$100**

- Name listed on Music Program on day of festival

(In-kind sponsorships and raffle prize donors will be recognized according to the same schedule above based on the value of services or products provided,)

# 2019 GUTM FESTIVAL SPONSORSHIP AGREEMENT

Name of Sponsoring Company: \_\_\_\_\_

*\*Please state name as you wish for it to appear on GUTM promotional materials*

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Website Address: \_\_\_\_\_

## SPONSORSHIP PACKAGES *(Please check one):*

	<b>Tuckaseegee Sponsor</b> <i>Please also complete Booth Reservation Form</i>	<b>\$2500</b>
	<b>Mountain Heritage Sponsor</b> <i>Please also complete Booth Reservation Form</i>	<b>\$1200</b>
	<b>Blue Ridge Sponsor</b>	<b>\$600</b>
	<b>Black Rock Sponsor</b>	<b>\$400</b>
	<b>Friend of GUTM Sponsor</b>	<b>\$250</b>
	<b>Arts Sponsor</b>	<b>\$100</b>

**In-Kind Sponsorship or Raffle Contribution:** Value of services or products provided \$ \_\_\_\_\_

**Description** of services or products provided \_\_\_\_\_

**NOTE:** Sponsorship packages of \$250 or more includes having your company's logo included on GUTM website and/or materials. Please submit a high-resolution JPEG or PDF file of your company's logo to [greeningupthemountains@gmail.com](mailto:greeningupthemountains@gmail.com) prior to February 15.

**DEADLINE: Friday, February 15.** Please submit your completed sponsorship agreement and check made payable to the **Town of Sylva, 83 Allen Street, Sylva, NC 28779**. Tuckaseegee and Mountain Heritage Sponsors please also include the Booth Reservation Form.

Signature of Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_



Event Coordinator: Kendra Hamm \* 828-554-1035 \* [greeningupthemountains@gmail.com](mailto:greeningupthemountains@gmail.com)



# Tuckaseegee and Mountain Heritage Sponsors ONLY – Booth Reservation Form

*\* If your sponsorship package does not include a complimentary booth, please complete the standard Vendor Application which can be found at [www.greeningupthemountains.com](http://www.greeningupthemountains.com).*

Please submit this form with your Sponsorship Agreement (**Deadline: Friday, February 15**) if you plan to take advantage of the booth that is included with your Tuckaseegee or Mountain Heritage level sponsorship.

**Tuckaseegee Sponsor:** *Your sponsorship benefit includes up to 3 booth spaces.*

- How many booth spaces would you like to reserve?
  - 3 booths
  - 2 booths
  - 1 booth

**Mountain Heritage Sponsor:** *Your sponsorship benefit includes 1 booth space.*

- Do you plan on using your booth space?
  - Yes
  - No

<ul style="list-style-type: none"> <li>▪ Craft and exhibitor booth spaces are approximately 11’ x 11’ each, and are located on Main Street, Mill Street, and at Bridge Park in down town Sylva. There is no access to electricity on Main Street.</li> <li>▪ Please be sure to read the attached Vendor Policies. Food vendors, take note of specific policies regarding Health Department permits and the food vendor deposit.</li> <li>▪ There will be no access to wi-fi provided by the festival organizers.</li> </ul>	<p>Organization or Business Name: _____</p> <p>NC Sales Tax Registration Number (required): _____</p> <p>Contact Person: _____</p> <p>Address: _____</p> <p>Phone: _____</p> <p>Email: _____</p> <p>Website: _____</p>
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By signing this request form, I affirm that I have read and agree to abide by the Vendor Policies.

Signature of Sponsor: \_\_\_\_\_ Date: \_\_\_\_\_

Event Coordinator: Kendra Hamm \* 828-554-1035 \* [greeningupthemountains@gmail.com](mailto:greeningupthemountains@gmail.com)

# 2019 GUTM Vendor Policies



This vendor policy applies to all retail, craft, nonprofit, local government, food, sponsor, and entertainment vendor applications to the **2019 Greening Up The Mountains Festival in Sylva, North Carolina, scheduled for Saturday, April 28, 2019.** Please read the policy information carefully prior to submitting a vendor application. Each application will be reviewed by the festival committee for compliance with these terms to determine your acceptance into the festival. **This event is held, rain or shine.**

## **Festival Mission and Vendor Alignment**

The Greening Up the Mountains festival is a celebration of Spring through both traditional and contemporary forms of Appalachian art, music, food, and beverage which honor our community and local artisans. Artisans from the expanded Appalachian area are invited to apply. **Accordingly, the festival requires that all applicants meet one the requirements of at least one of the following categories.** You will be notified of your acceptance into the festival after your application has been reviewed by the committee. Once you have been accepted into the festival, no refunds will be issued for any reason.

**ARTS AND CRAFTS VENDORS:** Vendors must be engaged in the business of selling their arts and/or crafts that are handcrafted and locally produced. No retail businesses or independent consultants selling non-handmade products will be accepted to the festival. This applies even if you may have participated in previous years. Booth spaces are approximately 11' x 11'. No small appliances such as crock pots, electric skillets, coffee pots, etc. are permitted.

**FOOD VENDORS:** Food items which require a permit from the local health department including, but not limited to, any type of meat (hot and cold), cheese, egg or milk-based products, and/or produce (raw and cooked). Food vendors must complete an application for a permit and arrange for an inspection with the Jackson County Health Department prior to the festival. *Items that do NOT require a permit:* Baked goods, lemonade/orangeade, popcorn, caramel corn, shaved ice, candies, and ice cream. (These vendors may apply as retail vendors).

- **MANDATORY FOOD VENDOR DEPOSIT:** ALL food vendors (that qualify above) must submit a \$100 deposit. This deposit will be refunded to you after the festival, following proper cleanup of your area and disposal of grease, water, and other waste items. Disposal of these items is the responsibility of the vendor. Festival organizers will inspect each booth upon take down to insure proper clean up (no grease poured down drains or on ground, no trash left behind, etc.)

**NONPROFIT/COMMUNITY ORGANIZATION VENDORS:** Nonprofit and Community Organizations MUST PROVIDE an activity for festival attendees. This includes games with prizes, raffles, free samples, or other relevant interactive activities. Please contact the GUTM coordinator if you'd like assistance or suggestions for appropriate activities.

**ELECTRICITY:** There is a limited number of food vendor spaces with access to electricity. All other vendors will not have access to electricity.

**WI-FI:** Wi-fi will NOT be available on the day of the festival. You will need to provide your own data access if you plan to accept cards as payments or your booth activity requires internet access.

**REFUNDS:** Vendor applicants whose booth descriptions do not meet the above requirements will be declined. A refund of your payment will be issued following the committee's decision. Vendors who are accepted into the festival will be charged according to the fee schedule described in the 2019 GUTM Application and no refunds will be made for any reason. This is a rain or shine event. All decisions made by the festival committee regarding acceptance or denial of vendor applications are final and will not be reviewed.

**PROPER CONTACT AND CONDUCT:** All communication with the event coordinator and members of the festival committee must take place via phone at 828.554.1035, via email at [greeningupthemountains@gmail.com](mailto:greeningupthemountains@gmail.com), or via previously scheduled in-person meetings at the Sylva Town Hall, 83 Allen Street, Sylva, NC 28779. Any vendor applicant who makes unreasonable attempts to contact the event coordinator or other festival staff via personal phone numbers, personal email addresses, or at their places of home, worship, or business will be automatically denied entrance into the festival.

- **ABSOLUTELY NO DISRESPECTFUL OR INAPPROPRIATE BEHAVIOR OR INTERFERENCE WITH FESTIVAL ATTENDEES WILL BE TOLERATED.** This will result in immediate ejection and future denial to participate in the Greening Up The Mountains Festival.

*This festival operates through the generosity of volunteers. Please be kind.*

**THIS EVENT IS RAIN OR SHINE!**