

Thank You for Your Support



*Main Street and Railroad Avenue,
Downtown Sylva, North Carolina*

*Saturday, August 28, 2021
and
Saturday, April 23, 2022
10 a.m. until 4 p.m. (Rain or Shine!)*

The Greening Up The Mountains Festival draws more than 10,000 people to Sylva for a day of family fun, full of music, artisans, food, local nonprofits, and socializing. It is the support of our local businesses that makes this annual tradition possible. The 2021 Festival is especially meaningful as the community reunites in celebration after a long year of separation.

The festival costs more than \$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 most of the expenses, the money raised through local business sponsorships is critical to ensure the festival continues and provides funds to pay for advertising, volunteer shirts, musicians, tables, chairs, portable toilets, and more.

Please consider sponsoring this year's Greening Up The Mountains Festival.

In appreciation of your support, the Festival recognizes its sponsors based on their level of contribution. Please see the accompanying information for sponsorship benefits.

Due to the 2021 GUTM Festival being rescheduled to August, 28 and the 2022 GUTM Festival being scheduled for April 23, we are consolidating the sponsorship packet to include both festivals.

Sponsorship Opportunities

Please submit your sponsorship agreement by email as soon as possible. Please see below for payment due dates. *It is critical to receive your agreement as soon as possible in order to meet deadlines for our advertisers and to ensure sponsors to receive the full recognition noted in your package of choice.*

Tuckaseegee Sponsor: \$2,500

- Three booth spaces (*added value: \$240*)
- Logo on Volunteer T-Shirts
- Logo on Bridge Park Music Stage Banner
- Logo on poster and promotional materials
- Logo on GUTM website
- Name listed on Music Program on day of festival
- Social media feature, multiple acknowledgements with logo/photo and business info

Mountain Heritage Sponsor: \$1,200

- One booth space (*added value: \$80*)
- Logo on Bridge Park Music Stage Banner
- Logo on poster and promotional materials
- Logo on GUTM website
- Name listed on Music Program on day of festival
- Multiple social media acknowledgements with logo/photo and business info

Blue Ridge Sponsor: \$600

- Logo on Bridge Park Music Stage Banner
- Logo on poster and promotional materials
- Logo on GUTM website
- Name listed on Music Program on day of festival
- Social media acknowledgement with logo/photo and business info

Black Rock Sponsor: \$400

- Logo on poster and promotional materials
- Small logo on GUTM website
- Name listed on Music Program on day of festival
- Social media acknowledgement with logo/photo

Friend of GUTM Sponsor: \$200

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

(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.)

2021-2022 GUTM Festival Sponsorship Agreement

Name of Sponsoring Business: _____

**Please state business 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 and indicate if you are committing to only one or both Festivals. You will not receive another packet regarding 2022 Sponsorships):

2021	2022	Sponsorship Level	Amount
		Tuckaseegee Sponsor <i>Please also complete Booth Reservation Form</i>	\$2500
		Mountain Heritage Sponsor <i>Please also complete Booth Reservation Form</i>	\$1200
		Blue Ridge Sponsor	\$600
		Black Rock Sponsor	\$400
		Friend of GUTM Sponsor	\$200

Please email your completed Sponsorship Agreement and high-resolution JPEG or PDF file of your company's logo to greeningupthemountains@gmail.com as soon as possible and no later than August 1, as we are preparing our promotional materials.

PAYMENT DEADLINE for 2021: August 1 – Please submit your check made payable to: **Town of Sylva** at 83 Allen Street, Sylva, NC 28779. You only need to submit payment for the 2021 Festival at this time. If you have committed to the 2022 Festival, we will send you a notification in February 2022 and Sponsorship payment will be due by April 1, 2022.

****Tuckaseegee and Mountain Heritage Sponsors please also include the Booth Reservation Form.**

Signature of Sponsor: _____ Date: _____

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

Description of services or products provided _____



Event Coordinator: Kendra Hamm * 828-554-1035 * 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.*

Please submit this form with your Sponsorship Agreement 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"> ▪ Craft and exhibitor booth spaces are approximately 11' x 11' each, and are located on Main Street, Mill Street, and at Bridge Park in downtown Sylva. There is no access to electricity on Main Street. ▪ Please be sure to read the Vendor Policies, which can be found at www.greeningupthemountains.com. New this year is the Sustainability Policy. Food vendors, take note of specific policies regarding Health Department permits and the food vendor deposit. ▪ There will be no access to wi-fi provided by the festival organizers. 	<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: _____