



SATURDAY, MAY 11, 2024
10 AM - 4 PM
DOWNTOWN NEWTON

**a festival
with an impact...**

- ★ 8,700 guests each spent an average of two hours at the festival
- ★ 48 renowned folk artists attended
- ★ 20 local businesses supported financially
- ★ 72 volunteers assisted artists and guests
- ★ 28 unique zip codes were reported
- ★ 897 featured social event views



HICKORY
MUSEUM
OF ART



WHAT IS FOLK ART?

Typically, folk art features artistic works – paintings, sculpture, pottery, basketry, and utensils – produced in cultural isolation by formally untrained artists at varying degrees of skill. The mission of the Foothills Folk Art Festival is to celebrate contemporary folk art, both locally and regionally, while maximizing the economic and cultural benefits to Downtown Newton. Contemporary folk art exemplifies true, self-taught works depicting ordinary life and everyday items. Foothills Folk Art Festival features heavily thematic artwork displaying the influence and spirit of folk, visionary and outsider art.

EVENT OVERVIEW

Presented by Downtown Newton Development Association with artists curated by Hickory Museum of Art, the award-winning Foothills Folk Art Festival is a juried folk art show held on the second Saturday in May around the 1924 Courthouse Square in Downtown Newton. The festival has been recognized as North Carolina's Special Event of the Year by the Main Street & Rural Planning Center and as Hickory Daily Record's Festival of the Year. This year's festival will be 10 am to 4 pm Saturday, May 11. Admission is free. Guests will have the opportunity to purchase a wide variety of folk art directly from artists. In addition, the festival will include artists will provide demonstrations, live music, food vendors, beer gardens, and other fun activities.

DEMOGRAPHICS

This family-friendly festival is expected to draw at least 10,000-12,000 people. In addition to Catawba County residents, attendees from surrounding counties and states flock to Downtown Newton for this event. The combination of beautiful scenery and one-of-a-kind contemporary folk art creations is a great way to educate festival guests about our region's talent and experience Downtown Newton as a destination.

COMPREHENSIVE MARKETING

Sponsorship of the Foothills Folk Art Festival offers exclusive opportunities: paid advertising in local publications as budget permits, press releases in local newspapers, online promotion through the Foothills Folk Art website (www.foothillsfolkartfestival.com), statewide event calendars and social media mentions, local signage/banners, billboards, and radio mentions strategically placed around Catawba County, and printed flyers, rack cards, posters, and email blasts to target audiences.

WHY SPONSOR THE FOOTHILLS FOLK ART FESTIVAL?



★ A MISSION TO MAKE CATAWBA COUNTY BETTER

Downtown Newton Development Association (DNDA) and serves the community as a 501(c)3 nonprofit organization. The Foothills Folk Art Festival allows DNDA to raise funds and provide services that advance its mission.

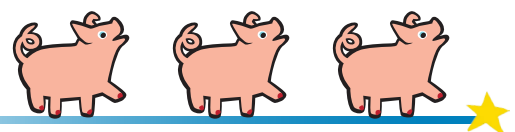
The DNDA's cultivates entrepreneurship and mixed used development embracing cultural, visual, and performing arts along with preserving the history of Downtown Newton, thereby creating a safe and active family lifestyle. The festival is the organization's only annual fundraiser, and proceeds foster entrepreneurial support to many of the 160+ business in Downtown Newton. DNDA encourages downtown participation and investment from all pockets of Newton. The festival is one way DNDA encourages residents to become involved in their community, and it simultaneously opens doors to people who may be unfamiliar with the Newton and are ready to discover something new.

Although the Foothills Folk Art Festival has become one of the nation's most highly regarded celebrations of contemporary folk art and artists, presenters remain committed to modest registration fees and maximum artist proceeds. Both self-taught and formally-trained artists share the streets of Downtown Newton on festival day, treating guests to a discerningly curated show where the practical merges with the aesthetic, where the unique abounds. DNDA takes no portion of the proceeds from art sales during the festival.

A longstanding commitment to maximizing the festival experience for the artist and the guest is at the heart of the festival's mission. The event is a local and regional showcase of talent and culture, an economic and cultural highpoint on our community's calendar, and an opportunity for guests from across the Southeast to discover something new in Downtown Newton.

These features that make up so much of the character of the festival underscore why your sponsorship is so critical to its success: The Foothills Folk Art Festival is not income producing by way of artists or vendors and never will be. DNDA relies on sponsors to cover the costs of production and reinvests your sponsorship dollar to add to the vitality of our community in new and exciting ways every year.

In addition to promoting the arts, building a stronger community, and the increasing the economic impact of the festival for this region, each festival sponsorship comes with valuable marketing opportunities for your company. Sponsors receive access to thousands of festival guests. Social, radio, print, and digital promotions over the course of several months across multiple markets are benefits at selected sponsorship levels.



SPONSOR OPPORTUNITIES & BENEFITS



★ PRESENTING SPONSOR \$10,000 | 1 Available

- Foothills Folk Art Festival presented by [Company's Name]
- Your banner featured on main stage
- Your logo featured in advertisements in target publications (must commit by February 26)
- Logo on swag bags distributed to festival artists
- Logo featured on front page of festival website and social media platforms
- Logo as presenting sponsor on front page listing on 1,500 festival maps
- Name listed on billboards around the region (Boone, Lake Norman, Hickory, Newton)
- Name broadcast on radio announcements and advertisements (Hickory/Statesville)
- Logo featured and primary business link on social media
- First and most prominent logo listing on back of festival T-shirt
- Name listed on table tent cards and posters (must commit by February 1)
- Recognition announcements during the festival
- Premier booth space provided at the festival (10' x 15')
- Introduction of your business on the main stage at festival with optional speaking time for your business
- 10 T-shirts, 10 drink tickets and 10 premier swag bags



SPONSOR OPPORTUNITIES & BENEFITS



★ BEER GARDEN SPONSOR \$3,000 | 1 Available

- Logo banner for booth
- Logo listed on the festival website and social media platforms
- Name listed on the welcome banner near main stage
- Logo printed in 2,500+ festival maps
- Logo printed at second level on back of festival T-shirts
- Logo featured and primary business link on social media
- Recognition announcements during the festival
- Premier booth space provided at the festival (10' x 12')
- 5 T-shirts, 5 drink tickets, and 5 premier swag bags



★ PRODUCING SPONSOR \$5,000 | 3 Available INDUSTRY EXCLUSIVE

- Logo banner for booth
- Logo listed on the festival website and social media platforms
- Business name listed on the welcome banner near main stage
- Logo printed in 2,500+ festival maps
- Logo printed at 2nd level on back of festival T-shirts
- Logo featured and primary business link on social media
- Recognition announcements during the festival
- Premier booth space provided at the festival (10' x 12')
- 5 T-shirts, 5 drink tickets, and 5 premier swag bags



★ SUPPORTING SPONSOR \$2,500 | 10 Available

- Name listed on the festival website and social media platforms
- Name listed on the welcome banner near main stage
- Name listed in 1,500+ festival maps
- Name featured and primary business link on social media
- Recognition announcements during the festival
- Premier booth space provided at the festival (10' x 10')
- Name listed on festival T-shirts
- 2 T-shirts, 2 drink tickets, and 2 premier swag bags



SPONSOR OPPORTUNITIES & BENEFITS

★ STREET ACTIVITY SPONSOR \$1,200 | 6 Available INDUSTRY EXCLUSIVE

- Name listed on one side of each directional street sign (6) in high-traffic areas
- Recognition announcements during the festival
- Name listed on the festival website and social media platforms
- Name featured and primary business link on social media
- Name listed in 1,500+ festival maps
- Name listed on festival T-shirts
- 1 shirt, 1 drink ticket, and 1 premier swag bag



★ FESTIVAL ACCESS SPONSOR \$1,000 | Unlimited

- Name listed on the festival website and social media platforms
- Name featured and primary business link on social media
- Name listed in 1,500+ festival maps



★ ART EDUCATION SPONSOR \$900 | 2 Available

- Name or logo on banner displayed at Art on the Lawn (kids art activity site)
- Name listed on festival website and social media platforms
- Name listed on coloring pages and art instructions as:
Brought to you by: Name



★ WRISTBAND SPONSOR \$800 | 1 Available

- Name or logo printed on wristbands at beer garden ID station
- Name listed on festival website and social media platforms
- Face-to-face interaction with festival visitors at volunteer station



★ GOLF CART SPONSOR \$700 | 2 Available

- Name or logo printed on banner attached to golf carts used by event director and emergency staff
- Name listed on festival website and social media platforms

Do you have an sponsorship package idea for the Foothills Folk Art Festival that is not listed here?

Consider customizing a package! Contact us for more information!

2024 SPONSORSHIP REGISTRATION



YES, WE WILL SPONSOR THE FOOTHILLS FOLK ART FESTIVAL IN DOWNTOWN NEWTON AS A:

___ \$10,000 Presenting Sponsor (1)

___ \$5,000 Producing Sponsor (3)

___ \$3,000 Beer Garden Sponsor (1)

___ \$2,500 Supporting Sponsor (5)

___ \$1,200 Street Activity Sponsor (6)

___ \$1,000 Festival Access Sponsor (Unlimited)

___ \$900 Art Education Sponsor (2)

___ \$800 Wristband Sponsor (1)

___ \$700 Golf Cart Sponsor (2)

Please return this form to DNDA Director Mary Yount at myount@newtonnc.gov or PO Box 550, Newton, NC 28658

Submissions must include a high-resolution file of your company's logo.

Your Name: _____

Additional Contact Person: _____

Organization's Name (as it should be listed): _____

Mail Address: _____

Phone: _____ Email: _____

Check Enclosed: _____ Need Invoice: _____

Please make check payable and mail to:
FOOTHILLS FOLK ART FESTIVAL
PO BOX 550
NEWTON, NC 28658

