

ASHE COUNTY  
Bluegrass & Old-Time  
**FIDDLERS CONVENTION**



## SPONSORSHIP INFORMATION

Partnering with us can help you reach your community outreach goals!



**Sponsoring the Ashe County Bluegrass and Old-Time Fiddlers Convention offers benefits including the opportunity to support and promote the important heritage music of our region. As a sponsor, you'll enjoy excellent visibility and exposure leading up to and during the event, with your brand featured prominently in promotional materials and at the convention itself. Your sponsorship will also help to create a memorable experience for attendees, while demonstrating your commitment to preserving and celebrating our local cultural traditions.**

# SUPPORT TRADITIONAL MUSIC IN OUR REGION



Dear Friends,

The Ashe County Arts Council is excited about the 2023 ASHE COUNTY BLUEGRASS AND OLD TIME FIDDLERS CONVENTION! The Arts Council is committed to preserving and honoring the musical heritage of our community, and what better way to do that than with a super weekend of music!

The 52nd annual Fiddlers Convention will be held at Ashe County Park July 28-29, rain or shine. The weekend will be filled with individual instrumental and band competitions with \$4350 in prize money for the winners, a Friday evening concert with local groups, food, and instrument makers, and good times for musicians and audience members alike. Last year our sponsors enjoyed great visibility in their support, reaching over 11,000 local paper subscribers, 100 competitors, and over 500 attendees!

Many of you have been past sponsors of the Ashe County Bluegrass and Old Time Fiddlers Convention. The Arts Council hopes that we can count on your support again to continue this wonderful tradition. Proceeds from the Fiddlers Convention are used to support the Junior Appalachian Musicians Program or JAM. JAM provides instruction at the Ashe Civic Center in fiddle, banjo and guitar for students in grades 3-8.

The Fiddlers Convention is still a few months away, but the Arts Council is working hard now to promote the event. We hope we can count on you this year. There are multiple opportunities for businesses to be involved. To give our sponsors as much exposure as possible, we need to receive your commitment no later than May 20, 2023.

If you have questions, don't hesitate to contact us. We'll be glad to meet with you and to provide you with additional information. Thanks in advance for your support!

Sincerely,

Joni Ray, Executive Director





# SPONSORSHIP LEVELS

## AWARD SPONSOR - \$2000

- **FULL PAGE** ad in program, with 11,000 printed and distributed through the regional papers
- **Sponsor Tent**
- **Social Media Highlight**
- **Name, logo, and level on: Poster, Event Website, Email News**
- **BANNER** on Stage Friday & Saturday
- **4 complimentary weekend tickets**

## STAGE SPONSOR - \$1000

- **FULL PAGE** ad in program, with 11,000 printed and distributed through the regional papers
- **Sponsor Tent**
- **Social Media Highlight**
- **Name, logo, and level on: Poster, Event Website, Email News**
- **BANNER** on Stage
- **4 complimentary tickets Sat., 2 complimentary tickets Fri.**

## PLATINUM SPONSOR - \$500

- **Half-page** ad in program, with 11,000 printed and distributed through the regional papers
- **Social Media Highlight**
- **Name, logo, and level on: Event Website, Email News**
- **2 complimentary weekend tickets**

# SPONSORSHIP LEVELS

## GOLD SPONSOR - \$300

- One-third page ad in program, with 11,000 printed and distributed through the regional papers
- Social Media Highlight
- Name, logo, and level on: Event Website, Email News
- 2 complimentary tickets Saturday

## SILVER SPONSOR - \$150

- Quarter-page ad in program, with 11,000 printed and distributed through the regional papers
- Name, logo, and level on: Event Website, Email News
- 2 complimentary tickets Saturday

## BRONZE SPONSOR - \$75

- One-eighth page ad in program, with 11,000 printed and distributed through the regional papers
- Name, logo, and level on: Event Website, Email News

Business or Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

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

Sponsorship Level \_\_\_\_\_

Payment Enclosed

Please email me an invoice

*Make checks payable to Ashe County  
Arts Council; memo Fiddlers Convention*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please email a high quality JPEG or PNG of your logo to: [director@ashecountyarts.org](mailto:director@ashecountyarts.org)

To make payment by credit card: call (336) 846-2787

Mail completed sponsorship form and payment to:  
303 School Avenue, West Jefferson, NC 28694