



ASHE COUNTY ARTS COUNCIL

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 provides many benefits including the opportunity to support and promote the regional heritage music of Ashe County. As a sponsor, you'll enjoy excellent visibility and exposure leading up to and during the event, with your brand featured prominently in printed and online 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 ASHE COUNTY



Dear Friends,

The Ashe County Arts Council is excited about the 53rd annual 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 weekend of traditional music!

The 2024 Fiddlers Convention will be held at Ashe County Park July 26-27. The weekend will be filled with all ages of individual instrumental, dance, vocal and band competitions with over \$4000 in prize money, a Friday evening concert featuring regional bands, food, and good times for musicians and audience members alike. Last year our sponsors experienced extensive visibility in their support, reaching over 11,000 local paper subscribers, 3,400 social media followers, 100 competitors, and over 500 attendees!

Many local businesses have been past sponsors of the Ashe County Bluegrass and Old Time Fiddlers Convention. The Arts Council relies on your support to continue this wonderful tradition. All proceeds from the Fiddlers Convention are used to support the Junior Appalachian Musicians Program or JAM. JAM provides Appalachian Roots Music instruction for students in grades 3-8 at the Ashe Civic Center with classes in fiddle, banjo, guitar and string band.

The Fiddlers Convention is still a few months away, so the Arts Council is working hard now to make the event a success for our students. We hope we can count on you this year. There are multiple opportunities for businesses to be involved. To provide our sponsors with as much exposure as possible, we need to receive your commitment no later than May 25, 2024.

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,

A handwritten signature in black ink that reads "Joni Ray".

Joni Ray, Executive Director

A handwritten signature in black ink that reads "Kelley Breiding".

Kelley Breiding, Fiddlers Convention Coordinator



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
- 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 weekend tickets

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 weekend tickets

SILVER SPONSOR - \$200

- 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 weekend tickets

BRONZE SPONSOR - \$100

- 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
- 2 complimentary weekend tickets

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

We will be in touch with your ad specifications when we receive your sponsorship.

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

Mail completed sponsorship form and payment to:

303 School Avenue, West Jefferson, NC 28694

To meet print deadlines sponsorships need to be received by May 25, 2024.