



# 2017 Event Sponsorship Information



**g,** Greater  
Cashiers  
Area  
Merchants  
Association

  
THE VILLAGE  
GREEN

## THE OPPORTUNITY

Becoming a sponsor of events presented by *Greater Cashiers Area Merchants Association* and *The Village Green* provides you the unique opportunity to connect with the Cashiers area community, to build brand awareness in Western North Carolina and to show your company's support of popular happenings like *Groovin' On the Green*, the July 4th *Fireworks Extravaganza* and *Cashiers Valley Leaf Festival*. **These events bring more than 15,000 visitors to the area a year.** You will reach a sophisticated audience who will eat, dine, shop and engage with local merchants, and who will appreciate your commitment to community life.

## THE EVENTS

*Groovin' On the Green* is the popular free Friday night concert series featuring up and coming artists as well as popular local performers.

The *Fireworks Extravaganza* is Cashiers Independence Day Celebration with a concert and colossal public fireworks display (largest in the area)

*Cashiers Valley Leaf Festival* welcomes more than 100 artisans and merchants selling handcrafted wood, pottery, jewelry and much more for purchase during the three day event that includes food, drink and two stages with live music.

### **BONUS!**

*Eclipse Fest 2017* Monday, August 21 is the first total solar eclipse in the U.S. since 1979. Cashiers will be in the path of totality (night sky darkness) for among the longest durations in the U.S. *Eclipse Fest* will feature subject experts with telescopes, activities, food, drink and music in the largest viewing location in the area for this once in a lifetime event! (Experts estimate attendance at 3,000+ if nice weather!)

**Greater Cashiers Area Merchants Association** is the premier advocacy organization for businesses, working to promote the local economy and advance the interests of area merchants.

**The Village Green** is the privately conserved 13 acre park for free public enjoyment and the heart of Cashiers. These two organizations are dedicated to making Cashiers a vibrant community. **In 2017 GCAMA and The Village Green are collaborating to present these not for profit public events. We rely on the generosity of donations of visiting guests, patrons and sponsors like you!**



**The benefits of event sponsorship are numerous.** Supporting *Groovin' On the Green*, and *Cashiers Valley Leaf Festival* is significant in bringing more than **15,000 visitors to Cashiers**. It is the perfect opportunity to showcase your product or service during these events and give your brand exposure in our community, especially with attendees who enjoy our mountain lifestyle. The *Fireworks Extravaganza* is an added opportunity as a **Premier Whiteside Sponsor (\$7500) with Whiteside benefits plus a presence at the Fireworks Extravaganza on July 4th and the Eclipse Fest August 21st.**

All sponsors receive a placement on the GCAMA website and the Community Events page on The Village Green website, free listing in the GCAMA membership directory in the *Happenings*, a comprehensive, widely distributed free print guide to Cashiers Valley.

**SPONSORSHIP OPPORTUNITIES**

**Whiteside Sponsor.....\$5,000**

*Benefits:*

- Premier sponsor recognition: logo on all event marketing materials and print advertising
- Premier sponsor mentions on social media as well as in radio commercials and on stage during the events
- Premier sponsor listing on event banner and event grand tent at The Village Green Commons
- VIP parking in sponsor lot at The Village Green Commons
- Promotional table at all *Groovin' On the Green* concerts
- Space in the event grand tent for promotional material
- Complimentary 10x10 booth at the Leaf Festival
- Website hyperlink and sponsor recognition on GCAMA website
- Complimentary full page ad in the *Happenings*, a comprehensive guide to Cashiers Valley

**Blue Ridge Sponsor.....\$1,850+**

*Benefits:*

- Premier sponsor recognition: logo on all event marketing materials and print advertising
- Premier sponsor mentions on social media as well as in radio commercials and on stage during the events
- Premier sponsor listing on event banner and event grand tent at The Village Green Commons
- VIP parking in sponsor lot at The Village Green Commons
- Promotional table at one *Groovin' On the Green* concerts
- Space in the event grand tent for promotional material
- 50% price reduction for booth space at the Leaf Festival
- Website hyperlink and sponsor recognition on GCAMA website
- Complimentary full page ad in the *Happenings*, a comprehensive guide to Cashiers Valley

**Patron.....\$500**

*Benefits:*

- Sponsor stage mention at six *Groovin' On the Green* concerts
- Sponsor recognition at the Eclipse Festival and the Leaf Festival
- VIP parking in sponsor lot at The Village Green Commons
- Space in the event grand tent for promotional material
- 25% price reduction on any size ad in the *Happenings*, a comprehensive guide to Cashiers Valley

**Friend of Groovin'..... \$100+**

- Recognition at Leaf Festival
- Complimentary *Groovin' on the Green* T-Shirt



# SPONSORSHIP FORM

Please fill out the following form to confirm your chosen sponsorship package. Completed form can be returned by mail to P.O. Box 1111 Cashiers, NC 28717. Please contact us at 828-743-8428 with any questions or for further information. You can also email [gcama2015@gmail.com](mailto:gcama2015@gmail.com)

## CONTACT INFORMATION

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**Company Name**

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**Contact Person**

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**Contact Email Address**

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**Best Contact Phone Number**

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**Business Physical Address**

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**Mailing Address**

## SPONSORSHIP PACKAGE

\$5,000 Whiteside Sponsor

\$1,850+ Blue Ridge Sponsor

\$500 Patron

\$100+ Friend of Groovin'

## PAYMENT INFORMATION

Please send me an invoice

Monthly  Quarterly  Other (specify)

Check # \_\_\_\_\_ enclosed

Thank you for supporting our community events in 2017. We will contact you with event details and sponsorship benefits. Please send your high resolution color and black and white logos to [gcama2015@gmail.com](mailto:gcama2015@gmail.com)