

Seventh Avenue Historic District

P.O. Box 284

Hendersonville, NC 28793

Phone: 828-674-3067

Fax: 828-692-1709

Email: taraledbetter@att.net

Sponsorship Campaign

1st Annual Seventh Avenue Organic Festival

September 3rd – 5th

Labor Day Weekend

Hendersonville, NC

Seventh Avenue would like to showcase the organic growers of Western North Carolina in conjunction with the NC Apple Festival. We are organizing a 3-day festival complete with a variety of organic growers- fruit, vegetables, dairy, meat, and beyond. We plan to have a stage and entertainment through out the 3-day event. We will be advertised as a special event with the festival and have ample parking and accessibility in walking distance of the Apple Festival. Our event has been in demand for many years and we have already attracted many interested vendors, media coverage, and supporters. We estimate at least 20,000+ visitors will visit Seventh Avenue that weekend.

Special Event of the 64th North Carolina Apple Festival

History of the Apple Festival

North Carolina is the 7th largest apple-producing state in the nation and Henderson County is the largest apple-producing county in North Carolina. The most widely-grown apples are Red Delicious, Golden Delicious, Rome Beauty and Galas. In addition, many orchards grow a number of other varieties. Fresh apples may be purchased at one of the many roadside apple markets or produce stands located throughout the county.

The Apple Festival is held on Labor Day Weekend each year to recognize the importance of the apple and the apple industry to Henderson County and North Carolina.

Henderson County's Famous Apple Festival is an outgrowth of the original Henderson County Centennial Celebration held in 1938. Following the centennial celebration, it was decided by a group of leading citizens that an annual fall festival was more desirable. For two years, 1939 and 1940, the event was held at the conclusion of the summer season. At the onset of World War II the festival was discontinued, but re-started again in 1946.

The festival program has varied slightly from year to year, but it has always contained crowd-pleasing events. Up until the mid 1980s, the festival was a week to ten days of activities.

Past activities included a beauty pageant (second only to the state's Miss North Carolina Pageant) muzzle-loader shoots, dancing and musical events. In 1988, the Apple Festival Committee shortened the event to four days to allow the festival to be considered as a well-packaged extended vacation for visitors and as exciting festivities for locals.

Events are varied, with Hendersonville's Historic Main Street hosting the most excitement. More than 150 vendors line nine blocks of the main event area. There is continuous live entertainment on our professional stage from 10am to 10pm Friday through Sunday. There are lots to do for all ages. The King Apple Parade, always held on Labor Day, culminates the Main Street activities. Reminiscent of early festivals, the North Carolina Apple Festival closes with a street dance.

What do sponsorships pay for?

Your sponsorship will cover all of the non-income-producing expenses of the organic festival, for example: advertising, insurance, portable restrooms, entertainment, electricity, and other various fees.

Sponsorship Opportunities

Organic Fruit Sponsor - \$1,000

- ❖ Web site advertising with hot link
- ❖ Banner displayed at stage and recognition through out the weekend
- ❖ Prominent visibility in media & marketing promotions (regional TV, local radio, cable TV)
- ❖ Name & logo on all printed local advertising
- ❖ Special recognition of sponsor at stage each day
- ❖ Invitation to address audience
- ❖ Free vendor space

Organic Vegetable Sponsor - \$500

- ❖ Web site advertising with hot link
- ❖ Name & Logo on all media & marketing promotions (regional TV, local radio, cable TV)
- ❖ Name & logo on all printed local advertising
- ❖ Free Vendor Space
- ❖ Special recognition of sponsor at stage each day

Organic Friend Supporter - \$100

- ❖ Free vendor space
- ❖ Name & logo on all printed local advertising

Sponsorship dead line: June 1, 2010

In order to expedite printing of the marketing and advertisements
Please return commitment form by June 1, 2010.

Sponsorship contacts:

Anthony Owens

Email: Anthony@windyridgeorganic.com

Phone: 828-712-1919

OR

Tara Ledbetter

Email: taraledbetter@att.net

Phone: 828-674-3067

Please feel free to call or email us with any questions. Thank you!

2010 Seventh Avenue Organic Festival
Special Event of the NC Apple Festival
Labor Day Weekend
September 3rd – 5th

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Business/Donor Name: _____

Contact Name: _____ Phone: _____

Address: _____

Email Address: _____

Please Check your Sponsorship Level:

- Organic Fruit Sponsor (\$1,000)
- Organic Vegetable Sponsor (\$500)
- Organic Friend Sponsor (\$100)

Check enclosed for \$ _____

Please Bill Me: _____

Signature: _____ Date: _____

Return Commitment form to the above address or FAX number