



Unicoi County Chamber of Commerce  
P.O. Box 713 - 100 South Main Avenue  
Erwin, TN 37650  
(423) 743-3000  
[www.unicoicounty.org](http://www.unicoicounty.org)

January 1, 2021

Dear Commercial Vendor:

The Unicoi County Apple Festival, coordinated by the Unicoi County Chamber of Commerce, is a premier two-day festival that has spanned more than four decades of longevity in Erwin, Tennessee. With an annual attendance of more than 110,000 attendees, the festival includes over 350 food and craft vendors, two entertainment stages, contests, activities, and much more.

As always, our goal is to make this year's Apple Festival a fun-filled, family-oriented experience that is bigger and better than ever. The Apple Festival, a craft and food festival, allows a limited number of commercial vendors to participate in the event through our festival sponsorship program. The goal of this program is to partner with a limited number of commercial vendors to promote and market their business to the fullest extent, without overloading the festival with non-handmade craft and food booths.

As a festival sponsor, you will receive premium vendor space in the festival, as well as the added perks and benefits of sponsorship. The Unicoi County Chamber of Commerce takes great pride in going the extra mile to provide our festival sponsors with one-of-a-kind opportunities to help them maximize their return on investment in the festival. To us, you are not just another sponsor, but rather a festival partner, in which we value and strive to become a building block in your overall strategy to build brand awareness and increase profitability. Your participation in the Unicoi County Apple Festival can help you attract new customers, create awareness of your brand and products, drive more traffic to your business, stimulate sales, and increase brand loyalty with your existing customers by strengthening customer relationships.

In turn, your sponsorship dollars help to offset the overall festival costs and allows us to provide many free events for our guests. We invite you to join us in the Unicoi County Apple Festival as a festival sponsor. There are various levels of sponsorship which are tailored to fit any budget. Please find attached, a list of those sponsorship opportunities in which your business can invest. Additionally, as a festival sponsor, you will also receive the intangible benefit of knowing you have done something outstanding in helping to continue the tradition of the Unicoi County Apple Festival.

Again, thank you for your consideration in participating in the 2021 Unicoi County Apple Festival. If you have any questions, please give me a call. I look forward to working with you.

Thank you,

A handwritten signature in black ink that reads "Amanda Delp".

Amanda Delp  
Executive Director

# 2021 UNICOI COUNTY APPLE FESTIVAL

44<sup>th</sup> Annual



**Unicoi County**  
*Apple Festival*

**OCTOBER 1 & 2, 2021**

*Coordinated by*



**Unicoi County**  
Chamber of Commerce

**Sponsorship Proposal**



**Friday & Saturday, October 1 & 2, 2021**

## **Event Overview**

In 2021, the Unicoi County Apple Festival will celebrate forty-four years of music, crafts, and tradition. Each year, over 110,000 devoted attendees fill the streets of downtown Erwin, Tennessee to enjoy the festival and its activities, as well as celebrate the unofficial kick-off to fall in the beautiful East Tennessee mountains. The Festival includes more than 350 arts and crafts vendors from around the country, lined along a six-block section of Main Avenue and its adjoining side streets, featuring painting, photography, wood turning, sculpture, metal crafts, jewelry and blown glass. A large food court is centrally located in the middle of the festival grounds so attendees may enjoy festival food, beverages and specialty cuisine.

Two entertainment stages, showcasing a variety of live music genres, perfectly complement the arts and crafts atmosphere. A large children's area complete with rides and activities is included in the festival for both the young and young-at-heart. A wide array of tournaments are featured including a 4-mile race, cooking contest, tennis tournament, scavenger hunt, Miss Apple Festival Pageant and Apple Dumpling Contest.

The Unicoi County Apple Festival is an awarding winning event, having been consistently named one of the Southeast Tourism Society's Top 20 events in the Southeast. The Festival is also a four-year recipient of the Northeast Tennessee Tourism Association's Pinnacle Award for tourism excellence. The Unicoi County Apple Festival has also been recognized by Blue Ridge Country Magazine as one of Tennessee's premier festivals.

## **Festival Demographics**

Economic Impact Studies have shown that 73% of festival attendees travel from a 100-mile radius or less to attend the festival, 24% travel between 101 – 250 miles to attend and the remaining 3% travel 250 miles or greater to attend. Additionally, studies have found that 43% of attendees are between the ages of 31 – 54 and 30% are over 55. Data has also shown that 39% of attendees indicate their annual income to exceed \$100K.





## Top Five Reasons your Business Should be Part of the Apple Festival

1. **Get in front of more than 100,000 happy people!**  
We spend all of our time and money bringing people from all over the country to the Apple Festival – All you have to do is show up!
2. **Build goodwill within the community!**  
Investing in the Apple Festival offers a unique chance to create a lasting and powerful impression on festival attendees.
3. **It's a great venue for handing out promo items and freebies!**  
Your brand will be all over downtown Erwin the form of tangible marketing products.
4. **It's Affordable!**  
Marketing isn't cheap – local sponsorships are proven to be the most effective way to reach a targeted audience at minimal costs.
5. **Sponsorship packages can be tailored to fit your needs!**  
Our Apple Festival team members are full of creative ideas that will engage attendees and activate your sponsorship.

## Partner Opportunities and Testimonials

The 2021 Unicoi County Apple Festival offers unique programming and sponsorship opportunities for our festival partners. We offer strong activation opportunities, unique event assets, and a sponsorship team devoted to your objectives. Become a member of our loyal sponsorship family and we will create a partnership that delivers a strong return on your investment. Here are some statements from three of our festival partners.



“We have been blown away by the success of the Unicoi County Apple Festival! We had a goal of sampling 10,000 consumers in 2007, and we actually ended up sampling and interacting with over 25,000 attendees. We were able to reach our target market in a very big way. Since 2007, we have continued our partnership with the Unicoi County Apple Festival. One other thing that made our experience a winner was the way the festival staff treated us – completely professional and anticipating our every need.” **John Petrov, Toyota, Cincinnati, OH**



“We are very pleased with our continued partnership with the Unicoi County Apple Festival. CenturyLink has been involved for several years and through our sponsorship we have been able to reach many new customers. Participation in this festival supplies us with many new contacts and enables us to promote our brand and our products. Our sponsorship is well worth the investment and we look forward to future festivals!” **Jim Wilhoit, CenturyLink, Charlotte, NC**



“We look forward to the Unicoi County Apple Festival each year. We consistently experience strong sales and our exposure always exceeds our expectations. In addition, the sponsor care we receive is always excellent!” **Melissa Webb, DirecTV, Knoxville, TN**



## Media Coverage

Promotion of the Unicoi County Apple Festival requires a diverse advertising and marketing campaign. Utilizing a combination of print, television, radio, electronic and other media marketing tools, our powerful advertising and marketing plan will ensure that your involvement as a sponsor will generate your company wide exposure on many different levels during the course of the campaign. Below is a sample of the media outlets used for the Unicoi County Apple Festival.

### Television:

- WJHL
- WCYB
- Daytime Tri-Cities



### Radio

- AM 640 WXSM (Xtreme Sports Monster)
- 101.5 WQUT (Classic Rock)
- 94.9 WAEZ (Contemporary Hit)
- 96.9 WXBQ (Country)
- 104.9 WKOS (Country)



### Print

- The Erwin Record
- Johnson City Press
- Greeneville Sun
- Rogersville Review
- VIPSeen Magazine
- The Avery Journal Times
- The Mountain Times
- Ashe Mountain Times
- The Blowing Rocket
- Watauga Democrat



### Electronic

- [www.unicoicounty.org](http://www.unicoicounty.org)
- [www.facebook.com/UnicoiCountyAppleFestival](https://www.facebook.com/UnicoiCountyAppleFestival)
- [www.facebook.com/ucchamber](https://www.facebook.com/ucchamber)
- [www.netta.com](http://www.netta.com)
- [www.tnvacation.com](http://www.tnvacation.com)



### Other

- Billboard Placement
- Rack Card and brochure distribution
- Regional poster display



## **PRESENTING SPONSORSHIP:**

(one available)

As a Presenting Sponsor of the 42<sup>nd</sup> Annual Unicoi County Apple Festival, you will receive the same benefits as listed for Diamond Sponsorship, plus:

- Event will be referred to as “Unicoi County Apple Festival, presented by [YOUR BUSINESS]”
- Full page ad and feature story with photos in special Apple Festival tabloid
- Pick your booth location at any area within the festival grounds
- On-line contests and giveaways during the festival from your booth location



The Presenting Sponsorship Investment amount is \$25,000.

## **DIAMOND SPONSORSHIP:**

(limited to 2 sponsors)

- Prime booth space or multiple spaces within the festival grounds
- Media presence with corporate recognition in all print marketing materials (press releases, posters, event banners, etc.), contracted television and radio promotions
- Inclusion in all on-line promotion presented by the festival
- Corporate logo on the Festival sponsorship page with a link to your website
- Opportunity to create customized festival-supported cross promotions prior to, during and following the event
- Name and corporate logo included on all on-site signage during the festival
- Corporate mention in all stage announcements between entertainment acts on both stages during both days of the festival
- Banner placement on festival Main Stage
- Corporate logo on Festival e-mail blasts
- Festival social media mentions
- Full page ad in special Apple Festival tabloid
- Sponsorship exclusivity for your industry
- FREE professionally designed float rental in the Erwin Christmas Parade in November



The Diamond Sponsorship Investment amount is \$10,000.

## **PLATINUM SPONSORSHIP:**

(limited to 4 sponsors)

- Prime booth space or multiple spaces within the festival grounds
- Opportunity to create customized festival supported cross promotions
- Inclusion in all contracted radio promotion
- Inclusion in all on-line promotion presented by the festival
- Name inclusion in all event press releases
- Name and logo on select on-site signage
- Inclusion in all stage announcements between entertainment acts on one both stages
- Opportunity to display your company banner on stage
- Half page ad in special Apple Festival tabloid
- Logo and hyperlink on event website sponsor page

The Platinum Sponsorship Investment amount is \$7,500



## **GOLD SPONSORSHIP:**

(limited to 6 sponsors)

- Prime booth space within the festival grounds
- Inclusion in all on-line promotion presented by the festival
- Name inclusion in all event press releases
- Name and logo on select on site-signage
- Inclusion in all stage announcements between entertainment acts on both stages
- Opportunity to display your company banner on one stage
- Quarter page ad in special Apple Festival tabloid
- Logo and hyperlink on event website sponsor page

The Gold Sponsorship Investment amount is \$5,000

## **SILVER SPONSORSHIP:**

- Prime booth space within the festival grounds
- Inclusion in select on-line promotion presented by the festival
- Name inclusion in select event press releases
- Name and logo on select on site signage
- Logo and hyperlink on event website sponsor page

The Silver Sponsorship Investment amount is \$ 2,500

## **BRONZE SPONSORSHIP:**

- Prime booth space within the festival grounds
- Logo and hyperlink on event website sponsor page

The Bronze Sponsorship Investment amount is \$1,500





**Friday & Saturday, October 1 & 2, 2021**

**SPONSORSHIP AGREEMENT APPLICATION**

Business Name: \_\_\_\_\_

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

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

**SPONSORSHIP COMMITMENT: (check one)**

<input type="checkbox"/>	Presenting Sponsorship	\$ 25,000
<input type="checkbox"/>	Diamond Sponsorship	\$10,000
<input type="checkbox"/>	Platinum Sponsorship	\$ 7,500
<input type="checkbox"/>	Gold Sponsorship	\$ 5,000
<input type="checkbox"/>	Silver Sponsorship	\$ 2,500
<input type="checkbox"/>	Bronze Sponsorship	\$ 1,500

Payment Enclosed

Invoice Me

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

To apply for sponsorship within the Unicoi County Apple Festival, please complete the application and return it to the address below. All payments must be made within fourteen days of acceptance to the festival.

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www.unicoicounty.org – www.unicoicountyapplefestival.com – amanda@unicoicounty.org