



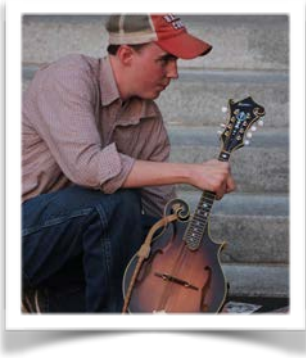
51st Season *Shindig* ON THE *Green*

July 1, 8, 15, 22 August 12, 19, 26 September 2
Bascom Lamar Lunsford Stage at Pack Square Park

2017 • Asheville, NC

90th Annual Mountain Dance and Folk Festival

August 3, 4, & 5
Mission Health/A-B Tech Conference Center



Event Overview and History



When noted folklorist and attorney **Bascom Lamar Lunsford** took mountain music and dance out of the “hills and hollers” of western North Carolina and put it on stage for the public to see in 1928, he created one of the nation’s most important historical and cultural performance events. Held the first weekend of August each year, “along about sundown”, Asheville’s **Mountain Dance and Folk Festival** is the oldest continuously running folk festival in the nation. When the fiddles, banjos, cloggers and more hit the stage in 2017, the festival will celebrate a venerable 90th birthday. Asheville’s Mountain Dance and Folk Festival is a splendid, high spirited showcase of the region’s traditional music and dance, handed down through the years and sometimes even performed by two or three generations of one family together on stage.

While the Mountain Dance and Folk Festival continues to give area performers important recognition, highlighting their talents and preserving our Southern Appalachian heritage in a concert setting, **Shindig on the Green** provides a way to encourage and present a wide variety of performers in an informal outdoor atmosphere. Each summer, Shindig presents authentic traditional music and dance, providing free entertainment to tens of thousands of attendees from all over the world, while stimulating awareness and appreciation for the cultural heritage of this region.

Organizational Information

The Mountain Dance and Folk Festival™ and Shindig on the Green™ are produced annually by the dedicated individuals of the Folk Heritage Committee™. The mission of the all-volunteer committee is to preserve and present the musical heritage of the Southern Appalachians to audiences from throughout the region and world for entertainment and education.

The Folk Heritage Committee receives fiscal and legal oversight from the Community Betterment Foundation (federal ID #56-1762978) of the Asheville Area Chamber of Commerce. However, the Folk Heritage Committee receives no funding from the Chamber or Foundation and is responsible for raising the necessary funds to produce the Mountain Dance and Folk Festival and Shindig on the Green.

For Sponsorship, Publicity and Media Inquiries:
Brian Carter
828.335.1263
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Shindig on The Green 2016 Survey Data

Cumulative Attendance
24,000 - 40,000

Economic Impact
(Visitor Spending)
\$960,000-\$1.6 mil

Visitation
55% from outside
Buncombe County

Dear Member of the Asheville Corporate Community:

Asheville's Folk Heritage Committee produces the **Mountain Dance and Folk Festival** - the nation's oldest folk festival - along with the much-loved **Shindig on the Green**. Western North Carolina is the home of clogging and visitors from all over the world come to hear the region's exceptional mountain music, experience the excitement of clogging teams and participate in the street dances.

Shindig on the Green presents a unique opportunity for Asheville's businesses to support an important historic and cultural event while reaching both a large regional and national audience. While Shindig is free to all, each week's program carries substantial costs, for which the committee must find funding support. Won't you join us as a partner to celebrate and preserve our region's unique cultural heritage? Corporate sponsors receive recognition at Shindig on the Green and the Mountain Dance and Folk Festival. Thank you in advance for any support you can give us.

Please know that the Folk Heritage Committee is a 501(c)(3) non-profit and donations in any amount are accepted at any time and greatly appreciated. However, the sooner we hear from you, the more recognition we can provide your business. To receive full publicity benefits, please submit your contribution by April 30th. We look forward to partnering with you for the 2017 Season!

Sincerely,

Jerry Sutton & Bob Gregory
Folk Heritage Committee

Business Sponsorship Package Summer 2017

- Your business name will be recognized from our stage at eight Shindig on the Green evenings where attendance ranges from 3-5,000 people
- Your business logo will be displayed at each Shindig on the Green
- Your business name on 200 posters
- Your business will be named as Sponsors in:
 - Press Releases
 - Mountain Dance and Folk Festival printed programs
 - Sponsor page on www.folkheritage.org with link and logo
 - eNewsletters sent during the summer 2017 season

***Latecomers welcome - but commit by April 30th to get full publicity benefits**

\$500
by April 30*



Sponsorship, Publicity and Media Inquires

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2016 Corporate Sponsors

Able Rent-A-John & Waste Services; Alan's Jewelry & Pawn; Asheville Music School; Brian C. Hunter, CPA, P.A.; Brixx Wood Fired Pizza; CWS-Consolidated Waste Services; Foot Rx Running Asheville; Fox Dental Associates; Greybeard Realty; Jim Barkley Toyota; Juicy Lucy's Burger Bar & Grill; Luella's Bar-B-Que; Mast General Store; Mosaic Community Lifestyle Realty; Pack's Tavern; Paramount Kia Asheville; Parsec Financial; PNC Bank; Richard Hurley Music; Skyland Auto Group; Timothy E. Gillespie, DMD, FAGD; Togar Rugs; Town Hardware & General Store; Wild Wing Cafe; William Hansen