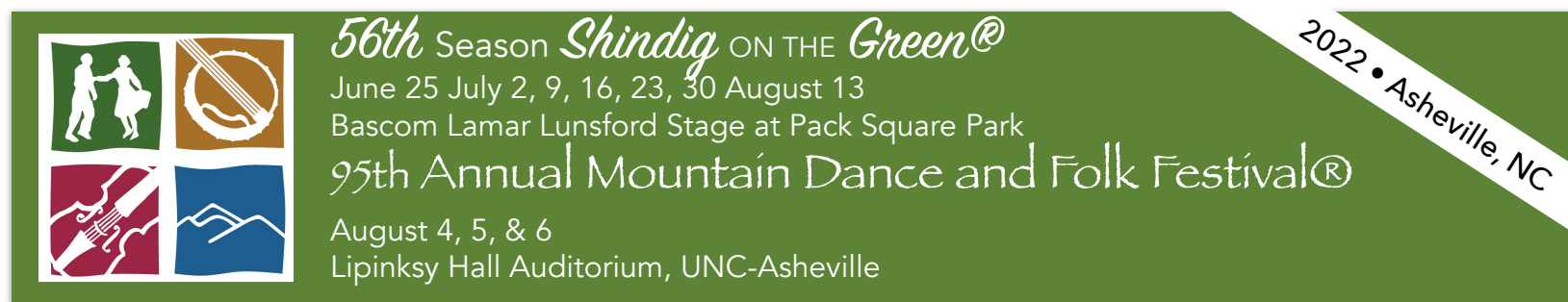




2022 Sponsorship Kit



Dear Member of the Asheville Corporate Community

Shindig on The Green 2021 Survey Data

Cumulative Attendance
14,000 - 21,000
(2,000 - 3,000 weekly)

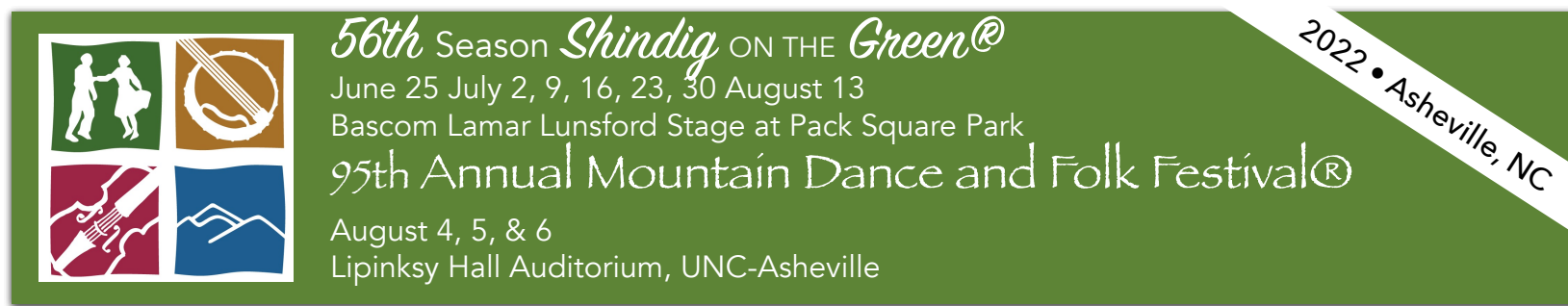
Economic Impact
(Visitor Spending)
\$2,184,000 - \$3,640,000

Visitation
56% from outside Buncombe County

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 2022 Season!

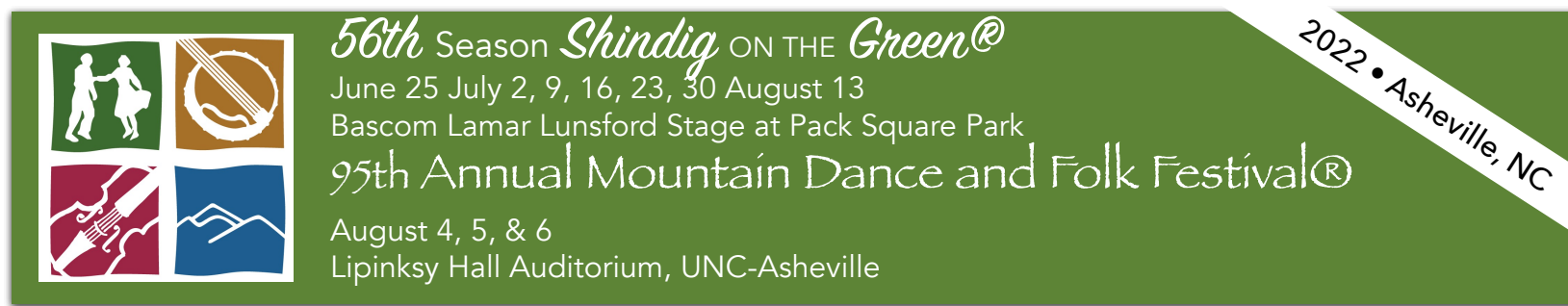


2022 Shindig on the Green® Sponsorship Opportunities

Business Level Sponsorship: \$500 for the 2022 Season

- Your business name will be recognized from our stage at 7 Shindig on the Green evenings throughout the summer
- Your business name and logo will be linked on our website
- Your business name will be mentioned as a sponsor in our eNewsletters
- Your business name will appear in the sponsor category on our Mountain Dance and Folk Festival Programs



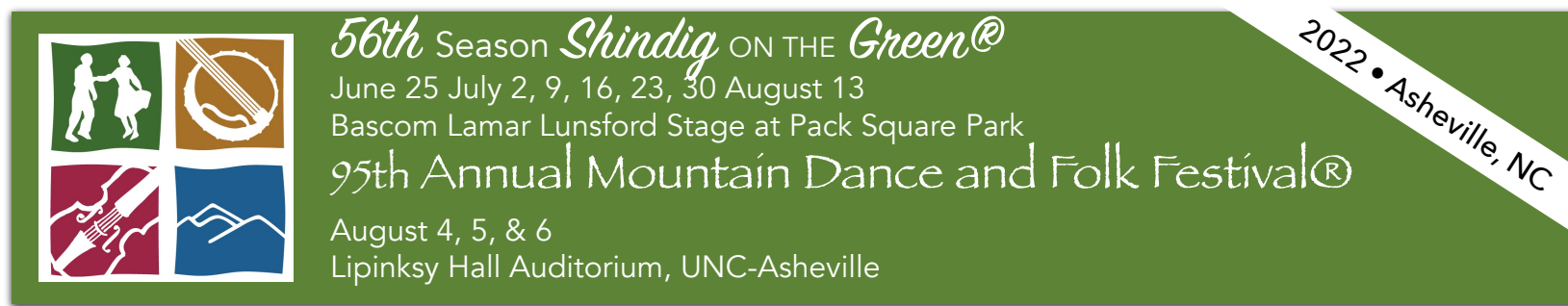


2022 Shindig on the Green® Sponsorship Opportunities

Bike Rack Level Sponsorship: \$1000 for the 2022 season

- Have your business on display with a Barricade Jacket at each of the 7 Shindig on the Green evenings throughout the summer
- One 42"x90" Barricade Jacket will be reserved for you each Shindig on the Green evening with your business name and/or logo
- There are 7 Saturdays of Shindig on the Green starting June 25th
- Plus: All the benefits of our Business Level Sponsorship
- Bike Racks are Limited





2022 Shindig on the Green® Sponsorship Opportunities

Tent Level Sponsorship: \$1500 for the 2022 season

- Have your business on display with a Tent Presence at each of the 7 Shindig on the Green evenings throughout the summer
- One 10'x10' Tent Space will be reserved for you each Shindig on the Green evening
- There are 7 Saturdays of Shindig on the Green starting June 25th
- Plus: All the benefits of our Business Level Sponsorship
- Tent Space is Limited

