



Shindig® ON THE Green®

2026 Sponsorship Kit



60th Season Of *Shindig* ON THE *Green*®

July 11, 18, 25 August 8, 15, 22, 29

Bascom Lamar Lunsford Stage at Pack Square Park

99th Annual Mountain Dance and Folk Festival®

July 30, 31, August 1

Location: Asheville High School

2026 • Asheville, NC

Dear Member of the Asheville Corporate Community

Shindig on The Green 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, continuously running 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 and storytelling and 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. We look forward to partnering with you for the 2026 Season!



60th Season Of *Shindig* ON THE *Green*®

July 11, 18, 25 August 8, 15, 22, 29

Bascom Lamar Lunsford Stage at Pack Square Park

99th Annual Mountain Dance and Folk Festival®

July 30, 31, August 1

Location: Asheville High School

2026 • Asheville, NC

2026 Shindig on the Green® Sponsorship Opportunities

Legacy Level Sponsorship: \$10000 for the 2026 season

- Have your business name and/or logo displayed as Legacy Sponsor on a solo banner near the Shindig stage and in the lobby at the Mountain Dance and Folk Festival
- Legacy sponsor for each of the seven Shindig evenings and three Mountain Dance and Folk Festival evenings will be listed on our website homepage throughout the 2026 summer season
- The emcee will announce your business name as the Legacy Sponsor each evening
- One 42"x 90" Barricade Jacket will be reserved for you each Shindig on the Green evening with your business name and/or logo
- 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 July 11th and [3] nights of the Mountain Dance and Folk Festival beginning July 30th
- [10] Tickets to the Mountain Dance and Folk Festival
- [2] T-Shirts
- One night of the Mountain Dance and Folk Festival in honor of your sponsorship
- Plus: All the benefits of the Corporate Level Sponsorship



60th Season Of *Shindig* ON THE *Green*®

July 11, 18, 25 August 8, 15, 22, 29

Bascom Lamar Lunsford Stage at Pack Square Park

99th Annual Mountain Dance and Folk Festival®

July 30, 31, August 1

Location: Asheville High School

2026 • Asheville, NC

2026 Shindig on the Green® Sponsorship Opportunities

Banner Level Sponsorship: \$5000 for the 2026 season

- Have your business name and/or logo displayed as Headlining Sponsor on a large banner over top of the stage
- Headlining sponsor for each of the [7] Shindig evenings will be listed on our website homepage throughout the 2026 summer season
- The emcee will announce your business name as the Headlining Sponsor each evening
- One 42"x 90" Barricade Jacket will be reserved for you each Shindig on the Green evening with your business name and/or logo
- 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 July 11th and [3] nights of the Mountain Dance and Folk Festival
- [4] Tickets to the Mountain Dance and Folk Festival
- Plus: All the benefits of the Corporate Level Sponsorship





60th Season Of *Shindig* ON THE *Green*®

July 11, 18, 25 August 8, 15, 22, 29

Bascom Lamar Lunsford Stage at Pack Square Park

99th Annual Mountain Dance and Folk Festival®

July 30, 31, August 1

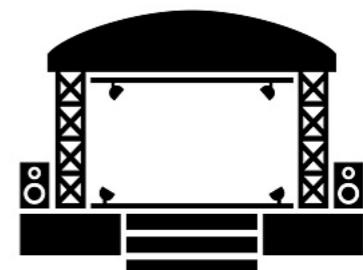
Location: Asheville High School

2026 • Asheville, NC

2026 Shindig on the Green® Sponsorship Opportunities

Stage Level Sponsorship: \$2500 for the 2026 Season

- One 42"x 90" Barricade Jacket will be reserved for you each Shindig on the Green evening with your business name and/or logo
- 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 July 11th
- Plus: All the benefits of our Corporate Level Sponsorship





60th Season Of *Shindig* ON THE *Green*®

July 11, 18, 25 August 8, 15, 22, 29

Bascom Lamar Lunsford Stage at Pack Square Park

99th Annual Mountain Dance and Folk Festival®

July 30, 31, August 1

Location: Asheville High School

2026 • Asheville, NC

2026 Shindig on the Green® Sponsorship Opportunities

Tent Level Sponsorship: \$1500 for the 2026 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 July 11th
- Plus: All the benefits of our Corporate Level Sponsorship
- Tent Space is Limited 2026





60th Season Of *Shindig* ON THE *Green*®

July 11, 18, 25 August 8, 15, 22, 29

Bascom Lamar Lunsford Stage at Pack Square Park

99th Annual Mountain Dance and Folk Festival®

July 30, 31, August 1

Location: Asheville High School

2026 • Asheville, NC

2026 Shindig on the Green® Sponsorship Opportunities

Bike Rack Level Sponsorship: \$1000 for the 2026 season or \$800 when renewed if existing bike rack cover information is current

- Have your business on display with a Barricade Jacket at each of the [7] Shindig on the Green evenings throughout the summer
- One 42"x 90" 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 July 11th
- Plus: All the benefits of our Corporate Level Sponsorship
- Bike Racks are Limited 2026





60th Season Of *Shindig* ON THE *Green*®

July 11, 18, 25 August 8, 15, 22, 29

Bascom Lamar Lunsford Stage at Pack Square Park

99th Annual Mountain Dance and Folk Festival®

July 30, 31, August 1

Location: Asheville High School

2026 • Asheville, NC

2026 Shindig on the Green® Sponsorship Opportunities

Corporate Level Sponsorship: \$500 for the 2026 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 2026

