



## MONTFORD MUSIC AND ARTS FESTIVAL MAY 19, 2018

Montford Neighborhood Association  
PO Box 7181, Asheville, NC 28802

January 14, 2018

Dear Friend of Montford,

The Montford Neighborhood Association (MNA), a 501(c)(3) non-profit organization, is excited and looking forward to celebrating the **15<sup>th</sup> Annual Montford Music and Arts Festival** this year on Saturday, May 19, 2018. Our historic neighborhood's first grassroots festival began inside two storefronts on Montford Avenue on a windy day in March 2004. Since that time, the Festival has grown exponentially and now stretches along Montford Avenue from Chestnut to Waneta Streets.

Each year, we have 3,500-5,000 attendees enjoying the live music, arts, crafts, and food in our vibrant, historic neighborhood. People from all over the region and beyond, along with the whole neighborhood, come out to enjoy this free yearly festival! Our stage has a variety of music, ranging from bluegrass and old time to rock, funk and blues, throughout the day, our 100+ vendors showcase some of the best local and regional art and crafts around, as well as delicious local food from booths, trucks, and restaurants.

The Montford Neighborhood Association **needs** your support to keep our festival free and open to everyone. Your monetary pledge to be our festival sponsor will not only help us to cover the cost of the festival, but will also assist us in funding a variety of charitable projects. Past projects have included:

- Sharing the cost of the Broadway Greenway
- Collaborating with the Asheville Design Center to build a playground in the Klondyke housing project
- Awarding Scholarships for students to participate in the Tempe Avery Montford Center sports leagues and field trips.
- Sponsoring the annual Easter egg hunt in Montford Park
- Enabling Montford Park renovations
- Designing and installing new bus shelters that include interpretive panels depicting the history of the neighborhood in collaboration with the City of Asheville

Several levels of sponsorship are available, all of which not only help our community, but also give you a tax deduction and a variety of advertising perks:

**Montford Helper - (\$100 to \$249)**

- Company name and contact info listed on the sponsors page of the festival web site: [www.montfordfestival.org](http://www.montfordfestival.org)
- Company name listed on the bottom of the sponsors signage positioned at the music stage the day of the festival

### **Montford Neighbor - (\$250 to \$499)**

- Company **name** included in a full-page sponsors ad in the Montford Newsletter for the festival and follow-up editions.
- Company name and logo on the **front** page of [www.montfordfestival.org](http://www.montfordfestival.org) for a whole year upon pledge commitment
- Company name **and Logo** will appear above the Helper pledge level listings on all festival day signage
- Social media blast about your Company (with contact info) on our Facebook page and Twitter feed upon pledge commitment
- Your company has opportunity to leave coupons for festival attendees at the (MNA) booth the day of the festival. Coupons your company provides must be a 4"x9" rack card-style card made from heavy card stock ("10% off your next order" or "Buy one, get one free")

### **Montford Friend - (\$500 to \$999)**

- Company **name and logo** included in a full-page sponsors ad in the Montford Newsletter for the festival and follow-up editions
- Company name and logo on the front page of [www.montfordfestival.org](http://www.montfordfestival.org) for a whole year upon pledge commitment
- Company name and logo will appear above the Neighbor pledge level logos on all festival day signage
- Social media blast about your company (with contact info) on our Facebook page and Twitter feed upon pledge commitment, with **one follow-up post** before the festival to keep your company in our current news feed
- Your company has opportunity to leave 4"x9" rack card-style coupons for festival attendees at MNA booth the day of the festival.

### **Montford Builder - (\$1000 to \$2,499)**

- Free **booth space** at the festival
- Company name and logo included in a full-page sponsors ad in the Montford Newsletter for the festival and follow-up editions.
- Company name and logo on the front page of [www.montfordfestival.org](http://www.montfordfestival.org) for a whole year upon pledge commitment
- Company name and logo will appear above the Friend pledge level logos on all festival day signage
- Company name and logo listed on all promotional material **prior to** festival (will require sponsorship commitment two months before festival)
- Social media blast about your company (with contact info) on our Facebook page and Twitter feed upon pledge commitment, with **two** follow-up posts before the festival to keep your company in our current news feed
- Your company has opportunity to leave 4"x9" rack card-style coupons for festival attendees at MNA booth the day of the festival.

### **Restorer\*\* - (\$2500 to \$4,999)**

- During the festival, your company will receive special recognition and a “Thank You” from the music stage
- Free booth space at the festival
- Company name and logo included in a full-page sponsors ad in the Montford Newsletter for the festival and follow-up editions.
- Company name and logo on the front page of [www.montfordfestival.org](http://www.montfordfestival.org) for a whole year upon pledge commitment
- Company name and logo will appear above the Builder pledge level logos on all festival day signage
- Company name and logo on all promotional material prior to festival (will require sponsorship commitment two months before festival)
- Social media blast about your company (with contact info) on our Facebook page and Twitter feed upon pledge commitment, with **three** follow-up posts before the festival to keep your company in our current news feed
- Your company has opportunity to leave 4"x9" rack card-style coupons for festival attendees at MNA booth the day of the festival.

### **Montford Preserver\*\* - (\$5000 and above)**

- During the festival, your company will receive special recognition and a “Thank You” from the music stage.
- Free booth space at the festival.
- Company name and logo included in a full-page sponsors ad in the Montford Newsletter for the festival and follow-up editions.
- Company name and logo on the front page of [www.montfordfestival.org](http://www.montfordfestival.org) for a whole year upon pledge commitment
- Company name and logo will receive **top billing** above the Restorer pledge level logos on all festival day signage
- Company name and Logo on all promotional material prior to festival (will require sponsorship commitment two months before festival)
- Social media blast about your company (with contact info) on our Facebook page and Twitter feed upon pledge commitment, with **four** follow-up posts before the festival to keep your company in our current news feed
- Your company has opportunity to leave 4"x9" rack card-style coupons for festival attendees at MNA booth the day of the festival.

**Note:** \*\* The first sponsor of \$5,000 or more will have stage naming rights for the Montford Stage. The business banner they provide will be hung across the stage (for example, the Montford Stage would become The {your business name} Stage)

IMPORTANT details about the sponsorship incentives from above:

- Upon sponsorship pledge commitment, we will need high quality vector-based logos (if available), a short-written statement telling the public about your company and all contact phone numbers, emails, and web sites to insure immediate exposure via our online media.
- Montford Newsletter: The bi-monthly Montford Newsletter has an approximate 1,500 circulations. The Newsletters are distributed online. Every issue is available on the Montford Neighborhood website, [www.montford.org](http://www.montford.org).

- During the festival our sponsors are recognized via signage and some are announced from the stage. Sponsors names/logos, in different sizes based on their pledge amount, are featured on a poster/banner in front of the stage.
- Our media sponsor, 98.1 The River, assures us excellent exposure on the radio about two weeks before the day of the festival. This will drive a lot of traffic to our festival and expose your company to our festival-goers.

We hope you will become a sponsor and partner with the Montford Music and Arts Festival. Past sponsors have included: Greenlife Grocery, Chinese Acupuncture and Herbology Clinic, Bionic Man Painting, TD Bank, Lenoir-Rhyne University Center for Graduate Studies of Asheville, 98.1 The River (media sponsor), Harmony Motors, The Brite Agency, Nine Mile Restaurant, Henco Reprographics, Nathan Snider, CPA, Progress Energy, LaZoom Tour Company, Grove Arcade, Tod's Tasties, Sunburst Realty, The Hands of Sean Perry, Starks Financial Group, Brian C. Hunter, CPA, 828 Design, Mountain Song Guitars, Frugal Frammer, Fired Up Creative Lounge, Keely Carlisle MD, The Eye Center, Chiesa Restaurant, Harmony Interiors, History at Hand, Wake The Foot Sanctuary & Shop, Grayline Trolley Tours of Asheville, Trout Insurance, Envision Eye Care, and many more.

Please visit our website, [www.montfordfestival.org](http://www.montfordfestival.org), or contact Ben Scales, 828-225-4840 or [sponsor2018@montfordfestival.org](mailto:sponsor2018@montfordfestival.org), for more information. Thank you in advance for your support.

Sincerely,



Ben Scales

Director

15<sup>th</sup> Annual Montford Music and Arts Festival