



MONTFORD MUSIC AND ARTS FESTIVAL MAY 18, 2019

Montford Neighborhood Association
PO Box 7181, Asheville, NC 28802

January 31, 2019

Dear Friend of Montford,

The Montford Neighborhood Association (MNA), a 501(c)(3) non-profit organization, is excited and looking forward to celebrating the **16th Annual Montford Music and Arts Festival** this year on Saturday, May 18, 2018. Our historic neighborhood's first grassroots festival began inside two storefronts on Montford Ave. on a windy day in March, 2004. Since that time, the Festival has grown exponentially each year and now encompasses Montford Ave. from Chestnut to Waneta Streets to accommodate the festival.

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

The Montford Neighborhood Association **needs** your support to make our festival the best yet! 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 in the neighborhood which have included:

- Neighborhood Improvement Projects here in Montford.
- Scholarships for students to participate in the Montford Community Center sports leagues and field trips. Many of the students attending the Montford Community Center are from single parent homes and cannot afford a \$5.00 fee to join the basketball league.
- Annual Easter egg hunt in Montford Park
- Montford Park renovations

The following are several different levels of sponsorship that can help us help our community and give you a tax deduction for your sponsorship pledge, plus the many advertising perks at different levels that reach out to that same community you help:

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

- Company name and contact info listed on the sponsors page of the festival web site www.montfordfestival.org/?q=sponsors
- 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 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 MNA booth the day of the festival. Coupons your company provides must be a 4X9" 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 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 4X9" 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 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 4X9” 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 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 4X9” 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 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 4X9” 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 circulation. The Newsletters are distributed online. Every issue is available on the Montford Neighborhood website, 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 to celebrate the historical significance of the neighborhood as well as its diversity. The Festival cannot take place without supporters like you. Help us keep the festival free to all. Past business 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 as our 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, Sid Border of Sunburst Realty, The Hands of Sean Perry, Starks Financial Group, Brian C. Hunter, CPA, 828 Design, Mountain Song Guitars, Frugal Framer, Fired Up Creative Lounge, Vegheads Drivethru, 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, Henco Reprographics, and many more.

Please visit our website, www.montfordfestival.org or contact Dan Rogers at danalanrogers@gmail.com or (706)483-8666 or sponsor2019@montfordfestival.org, for more information. Thank you in advance for your continued support.

Sincerely,

Dan Rogers
Fundraising Committee Chair
16th Annual Montford Music and Arts Festival
May 18, 2019

