

The Cumberland Mountain Fall Festival cannot exist without the generous contributions of individuals, organizations, and businesses in our community. Contributors may designate the area(s) they wish to sponsor or co-sponsor by noting the memo lines on their checks. Contributors may be sole sponsors by donating money to cover the complete cost of an activity or event; they may be co-sponsors by donating a portion of the cost of an activity or event. All contributions, whether monetary or in-kind services, are greatly appreciated by the Fall Festival Committee.

**Sponsorship Benefits**

1. Mentioned as “Official Partner of the Cumberland Mountain Fall Festival” in ALL advertising at the very top tier along with City of Middlesboro and Bell County Tourism.
2. Your company logo on billboards promoting the event.
3. Your own individual banner on or right beside main stage
4. Your logo used at the end of a commercial used to promote the event to be aired throughout the state and promoted on social media.
5. Your company logo on four (4) twelve-foot banners placed at the entrances to the festival.
6. Your logo prominently displayed on event posters for the event and rack cards. Logo placement and size dependent on sponsorship tier.
7. Mention of your company multiple times through various marketing platforms including social media boosted posts, on local radio, newspaper, etc.
8. Mention of your company at least two (2) times per day on stage by event MC.
9. A) A dedicated social media post in the week leading up to the concert. B) All levels will be put in collective THANK YOU post prior to and after the event.
10. A free 10x10 Vendor Space during the event. (Diamond and Platinum – 2, Gold and Silver – 1)
11. Your logo featured in event program.
12. VIP Access to Green Room near stage (Diamond – 3 passes, platinum – 2 passes, gold -1 pass)
13. Access to VIP Parking (Diamond – 2 Spots, Platinum and Gold – 1)
14. Knowing your company is helping foster events that contribute to our tourism economy.

**Diamond: Official Partner of the CMFF $10,000+**

* Will receive all of above benefits listed above

**Platinum Sponsor $5,000** Will receive all benefits except numbers 1 and 2

**Gold Sponsor $2,500**

Will receive benefits 5 through 14

 **Silver Sponsor $1,000**

Will receive benefit numbers 5, 6, 7, 8, 9B, 10 11, 12, and 14

**Bronze Sponsor $500**

Will receive 5 (text only), 6 (text only), 9B

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| --- | --- | --- | --- | --- | --- |
| **Sponsor Benefits** | Diamond ($10,000) | Platinum ($5,000) | Gold ($2,500) | Silver ($1,000) | Bronze ($500) |
| 1. Official Parnter | ü |   |   |   |   |
| 2. Billboard logo | ü |   |   |   |   |
| 3. Individual Banner | ü | ü |   |   |   |
| 4. Commericial Logo | ü | ü |   |   |   |
| 5. Event Banners (All Sponsors) | ü | ü | ü | ü | ü |
| 6. Event poster logo | ü | ü | ü | ü | ü |
| 7. Radio/newspaper shoutouts | ü | ü | ü |   |   |
| 8. Mention on stage by MC | ü | ü | ü | ü |   |
| 9A. Dedicated social media post | ü | ü | ü |   |   |
| 9B. Collective social media post | ü | ü | ü | ü | ü |
| 10. Free vendor space | ü | ü | ü | ü |   |
| 11. Event program logo | ü | ü | ü | ü |   |
| 12. Green room access | ü | ü | ü |   |   |
| 13. VIP parking | ü | ü | ü |   |   |
| 14. Helping keep event FREE! | ü | ü | ü | ü | ü |

**Sponsorship Opportunities**

* Entertainment Sponsor - $10,000 (will count as the sole Diamond Sponsor)
* Kid’s Area Sponsor - $4,000
* Beauty Pageant - $1,000
* Sound Production - $5,000
* Hotel Rooms (Bands) - $3000
* Green Room Food (Bands) - $1,000
* Security - $500
* Restroom Facilities - $1,000
* Special Event Performers (Face painters, dancers, etc…) - $1,000
* Contest Prizes - $500 (in-kind prizes also appreciated)
* Car Show - $2,500
* Insurance - $1,000
* Festival Signage - $2,500

*Sponsor Opportunities for specific activities listed above will be assigned tiers based on the nearest sponsor level to the assigned dollar amount.*

*Logos on all advertisements will be sized and placed by tiers that coincide with the sponsor level associated with them (ie higher sponsors get larger logos at the top of respective advertisements. Bronze sponsors will have text, not logos.*

***Circle Which Level You Would Like To Sponsor***

***Diamond****($10,000)* ***Platinum****($5,000)* ***Gold****($2,500)* ***Silver****($1,000)* ***Bronze****($500)*

*Specific Sponsor Opportunity (write which one you would like to sponsor): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Company Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Authorized Rep. (Print):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Mailing Address (Street/City/State/Zip): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Contact Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Contact Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Authorized Representative Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

***Please mail this form and check to:***

***Bell County Tourism / 2215 Cumberland Ave / Middlesboro, KY 40965***

***An invoice and W9 will be promptly returned***

***Please email a high-resolution logo in PNG format to*** ***jon@bellcountytourism.com*** ***no later than September 1st. All sponsorships must be received by September 1st.***

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If you have any questions feel free to contact us. Thanks in advance for your support!

***The Cumberland Mountain Fall Festival Committee***

606-269-5869 / cumberlandmtnfallfestival@gmail.com / [www.cumberlandmountainfallfestival.net](http://www.cumberlandmountainfallfestival.net)