



40th Annual Unicoi County Apple Festival

Friday & Saturday, October 6 & 7, 2017

Event Overview

In 2017 the Unicoi County Apple Festival will celebrate forty years of music, crafts, and tradition. Each year, over 110,000 devoted attendees fill the streets of downtown Erwin, Tennessee to enjoy the festivities and to celebrate the unofficial kick-off to fall in the beautiful East Tennessee mountains. The 2017 Unicoi County Apple Festival offers unique programming and sponsorship opportunities for our festival partners. The Festival includes over 350 arts and crafts vendors from around the country featuring painting, photography, wood turning, sculpture, metal crafts, jewelry and blown glass. In addition, three food courts are located throughout the festival grounds so attendees may also enjoy festival food, beverages and specialty cuisine.

Three entertainment stages featuring live music perfectly complement the arts and crafts atmosphere. A large children's area complete with rides and activities is included in the festival for both the young and young-at-heart. A wide array of tournaments are featured including a 4-mile race, tennis tournament, cooking contest and Apple Dumpling Contest.

We offer strong activation opportunities, unique event assets, and a sponsorship team devoted to your objectives. Become a member of our loyal sponsorship family and we will customize a partnership that delivers a strong return on your investment.

Sponsor Testimonials



"We have been blown away by the success of the Unicoi County Apple Festival! We had a goal of sampling 20,000 consumers in 2007, and we actually ended up sampling and interacting with over 25,000 attendees. We were able to reach our target market in a very big way. Since 2007, we have continued our partnership with the Unicoi County Apple Festival and have exceeded our target goals every year since. One other thing that made our experience a winner was the way the festival staff treated us – completely professional and anticipating our every need."

John Petrov, Toyota



"We are very pleased with our continued partnership with the Unicoi County Apple Festival. CenturyLink has been involved for several years and through our sponsorship we have been able to reach many new customers. Participation in this festival each year supplies us with many new contacts and enables us to promote our brand and our products. The festival continues to exceed our expectations. Our sponsorship is well worth the investment and we look forward to future festivals!"

Jim Wilhoit, CenturyLink



"We look forward to the Unicoi County Apple Festival each year. We consistently experience strong sales and our exposure always exceeds our expectations. In addition, the sponsor care we receive is always excellent!"

Melissa Webb, DirecTV

DIRECTV[®]



Media Coverage



Television

- WJHL
- Daytime Tri-Cities



Radio

- AM 1420 WEMB (Country)
- AM 1240 WBEJ (Country)
- AM 640 WXSM (Xtreme Sports Monster)
- 107.9 WBEJ (Country)
- 96.9 WXBQ (Twenty-Four Carrot Country)
- 104.9 WKOS (Great Country)
- 92.3/103.9 JAMZ (Blazin' Hip Hop and R&B)



Blazin' Hip Hop and R&B



Print

- The Erwin Record
- Johnson City Press
- Greeneville Sun
- Rogersville Review
- Out N' About Magazine
- The Avery Journal Times
- The Mountain Times
- Ashe Mountain Times
- The Blowing Rocket
- Watauga Democrat



On-Line

- www.unicoicounty.org
- www.netta.com
- www.tnvacation.com



Other

- Billboard Placement through Lamar Advertising
- Rack Card and brochure distribution
- Regional poster display

Festival Awards & Achievements

- Nine-time winner of the Southeastern Tourism Society's Top 20 Events of the Southeast Award
- Three-time winner of the Northeast Tennessee Tourism Associations Pinnacle Award
- Recognized by Blue Ridge Country Magazine as one of Tennessee's premier festivals



Sponsorship Opportunities

Diamond Sponsor:

Capitalize your investment by securing the largest sponsorship package available within the festival. This package will enable you to receive the maximum amount of exposure possible during the Unicoi County Apple Festival by having a presence at multiple locations throughout the festival grounds.

- Prime placement of customizable on-site display space or multiple spaces
- Opportunity to create customized festival-supported cross promotions
- Inclusion in all contracted television promotion
- Inclusion in all contracted radio promotion
- Inclusion in all on-line promotion presented by the festival
- Name inclusion in all event press releases
- Name and logo on all on-site signage
- Inclusion in all stage announcements between entertainment acts on all three stages
- Opportunity to display your company banner on all three stages
- Logo and hyperlink on event website sponsor page
- Full-page color ad The Apple Tab

Investment Amount: \$ 10,000



Platinum Sponsor:

- Prime placement of customizable on-site display space or multiple spaces
- Opportunity to create customized festival-supported cross promotions
- Inclusion in all contracted radio promotion
- Inclusion in all on-line promotion presented by the festival
- Name inclusion in all event press releases
- Name and logo on all on-site signage
- Inclusion in all stage announcements between entertainment acts on two of the three stages
- Opportunity to display your company banner on stage
- Logo and hyperlink on event website sponsor page

Investment Amount: \$ 7,500





Gold Sponsor:

- Prime placement of customizable on-site display space
- Inclusion in all contracted television promotion
- Inclusion in all contracted radio promotion
- Inclusion in all on-line promotion presented by the festival
- Name inclusion in all event press releases
- Name and logo on select on-site signage
- Inclusion in all stage announcements between entertainment acts on one of the three stages
- Opportunity to display your company banner on one of the three stages
- Logo and hyperlink on event website sponsor page
- Half-page color ad The Apple Tab

Investment Amount: \$ 5,000

Silver Sponsor:

- Customizable on-site display space in high traffic location
- Inclusion in select contracted television promotion
- Inclusion in select contracted radio promotion
- Inclusion in select on-line promotion presented by the festival
- Name inclusion in select event press releases
- Name and logo on select on-site signage
- Logo and hyperlink on event website sponsor page

Investment Amount: \$ 2,500

