

Dahlonega Trailfest



AT Trail Fest Dahlonega, GA

September 8-10, 2017

www.dahlongeatrailfest.org



MARKETING OPPORTUNITY



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Dear Dahlongega Trail Fest supporter,

Yahoola Outdoors is proud to produce the 7th annual Dahlongega Trail Fest. The Trail Fest began in 2011 and serves several goals. In 2011, Dahlongega was designated by the Appalachian Trail Conservancy as an AT Trail Community, joining other towns along the AT to promote and protect the trail. Trail Fest is a true educational event, combining the hiker gathering with a way to reach out to all adventure seekers, outdoor enthusiasts, families, and newcomers to outdoor recreation to educate and provide a venue for manufacturers, authors, and vendors to gain exposure to those with an interest in outdoor recreation. The Dahlongega Trail Fest is held on the second weekend in September, at the beginning of the fall outdoor season.

Not limited to only Appalachian Trail activities, Trail Fest includes any non-motorized outdoor recreation. Guided trips, demonstrations, and workshops cover the AT, long distance hiking, backpacking, boating, biking, trail running, and horseback riding. Additionally, manufacturers and vendors (both demonstration and retail) join national, state, and local non-profits in the booth area. Activities include how-to sessions, outdoor author talks, films, music, and our most popular sessions, the thru hiker panels. Featured speakers at Trail Fest have included Eb "Nimblewill Nomad" Eberhart, Gene Espy, Richard Judy, and AT record setter Jennifer Pharr-Davis.

Trail Fest is a three day event beginning on Friday afternoon at 3:00 pm and ending on Sunday afternoon at 5:00 pm. In addition to AT hikers and enthusiasts, participants include locals and visitors from Atlanta, only 70 miles south, and from around the southeast.



Trail Fest needs your support to continue to grow. Your partnership for 2017 is not only an opportunity to market your company, but also an excellent way to demonstrate your community involvement and commitment to the Appalachian Trail. Thank you for your consideration in investing in the promotion of the education of users of the outdoors and the protection of the Appalachian Trail through the Dahlongega Trail Fest. With your assistance, the Dahlongega Trail Fest will become one of the premier east coast AT trail festivals of the year. We value your support in 2017!

Best regards,

Tom Lamb

Festival Chairman

Dahlonega Trailfest

Clingmans Dome Level \$2,000

Listed as primary event sponsor
(billed as Dahlonega Trail Fest, "Presented by YOUR NAME")
Logo and link included on all web presence
(www.DahlonegaTrailFest.org and Dahlonega Trail Fest on Facebook)
Logo on all print materials
Top logo sizing on materials
Two free prominent 10x10 booth spaces
Frequent recognition on stage throughout the event
Recognition on event T shirt
Sponsor recognition with link on all eblasts
Logo on publicity poster if agreement signed by June 1

Mt. Katahdin Level \$1,000

Logo and link included on all web presence
(www.DahlonegaTrailFest.org and Dahlonega Trail Fest on Facebook)
Logo on all print materials
Secondary logo sizing on materials
Two free 10x10 booth spaces
Frequent recognition on stage throughout the event
Recognition on event T shirt
Sponsor recognition with link on all eblasts
Logo on publicity poster if agreement signed by June 1

Blood Mountain Level \$500

Logo and link included on website
(www.DahlonegaTrailFest.org)
Logo on banner, program, and local newspaper Trail Fest section
Appropriate logo sizing on materials
One free 10x10 booth space
Recognition on stage throughout the event
Sponsor recognition with link on all eblasts

Springer Mountain Level \$250

Logo and link included on website
(www.DahlonegaTrailFest.org)
Logo on banner, program, and local newspaper Trail Fest section
Appropriate logo sizing on materials
One free 10x10 booth space
Recognition on stage throughout the event
Sponsor recognition on all eblasts

In Kind Services Partners

In Kind sponsors are those that donate products or services
Logo and link included on website
(www.DahlonegaTrailFest.org)
Logo on banner and program
Recognition on stage throughout the event
Call for opportunities (706-867-9742)
Recognition determined by value of donated products or services

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THANK YOU 2016 SPONSORS

REI Co-op
Terrapin Beer
Troncalli Subaru
Urban Tree Cidery
Montaluce Winery
Tiger Mountain Vineyards
Appalachian Outfitters
Goosefeet Gear
The Woodlands Edge
Outside World Outfitters
Shenanigans Irish Pub
Bourbon Street Grille
White Box Stoves



SPONSORS



Dahlonega Trail Fest

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Dahlonega Trail Fest Partnership Agreement

Company and/or Individual

Date: _____

Contact: Tom Lamb at 706-867-9742 or tlamb3@windstream.net

Name _____

Address _____

Street

City

State

Zip

Contact Name _____ Phone _____

Fax _____ Email _____

I want to become a partner for the sponsorship level checked below.

- Clingmans Dome Level \$2,000
- Mt. Katahdin Level \$1,000
- Blood Mountain Level \$500
- Springer Mountain Level \$250
- In Kind Services Level (*contact Tom Lamb 706-867-9742 tlamb3@windstream.net*)

Thank you for your generous contributions for the 2017 Dahlonega Trail Fest!

Signature _____ Date _____

Sponsorship Amount _____ Check # _____

How did you hear about Dahlonega Trail Fest? _____

THANK YOU FOR YOUR PARTNERSHIP