

Dahlonega Trailfest



AT Trail Fest Dahlonega, GA
September 11-13, 2020
www.dahlonegatrailfest.org



MARKETING OPPORTUNITY



Dahlongega Trail Fest

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Dear Dahlongega Trail Fest supporter,

Yahoola Outdoors is proud to produce the 10th 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 weekend after Labor Day 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. Speakers, 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 5:00 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 2020 is not only an opportunity to market your company to outdoor enthusiasts, 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 continue to grow as one of the premier AT trail festivals of the year. We value your support in 2020!

Best regards,

Tom Lamb

Festival Chairman

YOUR SUPPORT IS NEEDED!

Dahlonega Trailfest

(All logo placement depends on material production date and date of sponsorship commitment)

Presenter's Level over \$2,000

Listed as primary event sponsor
(billed as Dahlonega Trail Fest, "Presented by YOUR NAME")
Logo and link included on all web presence
(DahlonegaTrailFest.org and
Dahlonega Trail Fest on social media)
Logo on Trail Fest homepage
Logo on all print materials
Top logo sizing on materials
Three free prominent 10x10 booth spaces
Frequent recognition on stage throughout the event
Recognition on event T shirt
Logo on publicity poster (time sensitive)
Logo with link on website Sponsor page

Clingmans Dome Level \$2,000

Prominent logo placement
Logo and link included on all web presence
(DahlonegaTrailFest.org and
Dahlonega Trail Fest on social media)
Logo on Trail Fest homepage
Logo on all print materials
Prominent logo sizing on materials
Two free prominent 10x10 booth spaces
Frequent recognition on stage throughout the event
Recognition on event T shirt
Logo on publicity poster (time sensitive)
Logo with link on website Sponsor page

Mt. Katahdin Level \$1,000

Logo and link included on all web presence
(DahlonegaTrailFest.org and Dahlonega Trail Fest on social media)
Logo on Trail Fest homepage
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
Logo on publicity poster (time sensitive)
Logo with link on website Sponsor page

Blood Mountain Level \$600

Logo and link included on website
(DahlonegaTrailFest.org)
Logo on print materials
Appropriate logo sizing on materials
One free 10x10 booth space
Recognition on stage throughout the event
Logo with link on website Sponsor page

Springer Mountain Level \$300

Logo and link included on website
(DahlonegaTrailFest.org)
Logo on print materials
Appropriate logo sizing on materials
One free 10x10 booth space
Recognition on stage at the event
Logo with link on website Sponsor page

In Kind Services Partners

In Kind sponsors are those that donate products or services
Logo and link included on website
(DahlonegaTrailFest.org)
Logo on program
Recognition on stage at the event
Email for opportunities: info@dahlonegatrailfest.org
Recognition determined by value of donated products or services

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THANK YOU

2019 SPONSORS

Troncalli Subaru
REI Co-op
Sierra Nevada Brewing
Outside World Outfitters
Sharon's Stewards
Urban Tree Cidery
Montaluce Winery
Tiger Mountain Vineyards
Etowah Meadery
The North Face
Georgia Forest Watch
Appalachian Outfitters
Goosefeet Gear
Woodlands Edge
Goldrush Chapter Trout Unlimited
Bourbon Street Grille
Shenanigans Irish Pub
Mountain Crossings
Dahlonega Mountain Sports
Nimblewheels Bicycles



SPONSORS



Dahlongega Trail Fest

AT Trail Fest Dahlongega, GA

September 11-13, 2020

Dahlongega Trail Fest Partnership Agreement

Company and/or Individual _____

Date: _____

Contact: Tom Lamb at 706-867-9742 or tomlamb377@gmail.com

Send check and form to Tom Lamb, 586 Tom Bell Odom Road, Dahlongega, GA 30533

Email a high resolution logo you want used on all Trail Fest print and web material to tomlamb377@gmail.com

Please print **legibly** for proper listing in materials.

Company/Organization Name _____

Address _____

Street

City

State

Zip

Contact Name _____ Phone _____

Email _____

Website address _____

*I want to become a partner for the sponsorship level checked below.
(see page 3 for level benefits)*

- Presenter's Level (contact Tom Lamb 706-867-9742; tomlamb377@gmail.com)
- Clingmans Dome Level \$2,000
- Mt. Katahdin Level \$1,000
- Blood Mountain Level \$600
- Springer Mountain Level \$300
- In Kind Services Level (contact Tom Lamb 706-867-9742; tomlamb377@gmail.com)

Thank you for your generous sponsorship for the 2020 Dahlongega Trail Fest!

Signature _____ Date _____

Sponsorship Amount _____ Check # _____

THANK YOU FOR YOUR PARTNERSHIP