



Appalachian Renaissance Faire

Sponsorship Information Packet

Prepared for: _____

Business/Contact name

Thank you for your interest in sponsoring the Appalachian Renaissance Faire!

Who we are

We are a group celebrating the Renaissance and history in the Tri-Cities, TN and Appalachian area coming together to create, produce and contribute to the surrounding area for the purpose of interactive art, entertainment, theater, arts and crafts, and music with a historical and fantasy venue. It is also our purpose to utilize Appalachian and Old World cultures, history, literature and music with which to provide venues for recognizing and celebrating the rich legacy of the Celtic Appalachian Mountains ancestry.

Why sponsor an ARF event

Reach a vibrant (and passionate) community from around the country.

Our name and mission are rooted in Appalachia, but our events draw attendees from across the country. Our community believes in supporting small, local businesses and often seeks to relive faire experiences throughout the year through products and services that evoke similar memories.

Support the growth of a small, local organization – as well as the community around us.

Speaking of supporting small businesses ... Not only does sponsorship help us, it helps people around us. And it attaches your brand, company or organization to that effort.

Add character to your brand story.

We're not like other non-profits and you're not like other businesses. Sponsoring ARF means enriching your brand and adding unique positioning to your story.

Simply put: You want to reach passionate engaged people, and we know *a lot* of them.



Sponsorship opportunities and levels

Level	Retainer	Merchant	Knight	Noble	Royal
Event Fee	\$100	\$500	\$1,000	\$2,000	\$3,000
Perks	One (1) ARF T-shirt of your choice, one black and white business card size ad in our annual Faire program and listing as a sponsor on our website for one (1) year.	One (1) ARF T-shirt of your choice, one black and white business card size ad in our annual Faire Program, listing as a sponsor on our website for one (1) year, as well as one (1) free One Day admission to our Annual Faire.	Two (2) ARF T-shirts of your choice, one (1) quarter page size ad in our annual Faire Program, listing as a sponsor on our website for one (1) year, two (2) One Day admissions to our Annual Faire, as well as a medium front gate sponsor shield.	Two (2) ARF T-shirts of your choice, one (1) half page black and white ad in our annual Faire Program, listing as a sponsor on our website for one (1) year, two (2) weekend pass admissions to our Annual Faire, as well as a medium front gate sponsor shield.	Three (3) ARF T-shirts of your choice, one (1) full size ad in our annual Faire Program, listing as a sponsor on our website for an entire year, three (3) weekend pass admissions to our Annual Faire, 10% discount on all other admissions to events, your business logo listed on the back of all ARF t-shirts for one (1) year, as well as a large front gate sponsor shield.

We also offer one-time sponsorships for helping directly support a part of ARF’s infrastructure. Each of these levels will have varying prices depending on what you decide to sponsor, which we will detail with you on an individual basis. These levels may work in conjunction with any of the Event Levels in the previous list—for example, you may choose an Event Sponsorship Retainer level for \$100 a year *and* also one-time sponsor the build of a stage.

Level	Archbishop	Keys to the Duchy
One-time Fee	TBD	TBD
Perks	<p>This level is for sponsoring a single physical build, either completely new or a renovation. This means you will be sponsoring the build of a stage, a building, or some other permanent structure of the faire. You will receive four (4) free t-shirts the year of your sponsorship, one (1) full page color ad in our annual Faire Program each year, listing you as a permanent sponsor on our website, four (4) weekend pass admissions to our Annual Faire and other events each year, and the structure you sponsored will be named in your honor.</p>	<p>When you sponsor at this level, you are a <i>lifetime</i> sponsor. You will receive six (6) free t-shirts per year, one (1) full page color ad in our annual Faire Program each year, listing you as a permanent sponsor on our website, six (6) weekend pass admissions to our Annual Faire and other events each year, a section of the faire site will be named in your honor and become an honorary Earl of Appalachia. Only one sponsorship of this level is available.</p>

Next Steps and Contact Information

Next steps for you

Apply for sponsorship online at: <https://appalachianrenaissancefaire.com/become-a-sponsor>

Once you fill out the sponsorship application, email it to Wendy Potter at wendy@ceridwenproductions.com.

Next steps for us

We'll review your application and Wendy will get in touch with you about next steps within 2-3 weeks.

If you've opted for a one-time sponsorship level, Wendy will be in regular touch with you about what kind of structure you're interested in sponsoring and the final cost of it.

Upcoming events/Event Calendar

<https://appalachianrenaissancefaire.com/events/>

Then, help us help you! If you enjoy our events as much as our attendees do, don't hesitate to share them with others and use your business social networks to spread the word! Your name is up there and like you, we want as many people as possible to see it.

Contact: Wendy Potter — wendy@ceridwenproductions.com