



Sponsorship & Marketing Opportunities

January 28-31, 2016

www.BlowingRockWinterFest.com

A Blowing Rock Chamber of Commerce Event



BLOWING ROCK WINTERFEST



Mission Statement

The mission of Blowing Rock WinterFest is to showcase the spectacular array of winter activities and the beautiful landscape of North Carolina's Prettiest Small Town and one of America's Prettiest Winter Towns, even in snow and colder temperatures. In essence, we stand by our original motto:

Don't Hibernate! Celebrate!

Festival Overview

Over the past 18 years Blowing Rock WinterFest has grown to become a tradition for many of the attendees. Incorporating outdoor activities such as the ever-popular Polar Plunge and Ice Carving Demonstrations to food and wine activities, shopping and children's events, WinterFest is a fun-filled family escape to the mountains. The Chilly Chili Challenge, WinterPaws, WinterWine Tasting and Auction, WinterFashion Show and WinterFeast bring locals and tourists alike to brave the cooler temperatures.

Originally developed by a small group of volunteer business people to bring tourism to the area in the off season, WinterFest still has a strong charity base. Many non-profits host or participate in events. The Watuaga Humane Society organizes WinterPaws, a dog show with many categories of winners including Most EAR-resistable, Most Glamorous, and Most Mysterious Heritage. The Blowing Rock School PTO uses the Chili Challenge as a fundraiser to provide for the school's needs. The local Boy Scout Troop hosts bonfires with marshmallows and hot chocolate. WinterFest is an event the whole town looks forward to as a way to celebrate the winter weather instead of just looking at it through the windows. In 2012, *Travel and Leisure Magazine* voted Blowing Rock one of **America's Prettiest Winter Towns** attributing part of the draw to Blowing Rock WinterFest!

About the Festival

Seventeen years of both great and treacherous weather have shown that "if you build it they will come". WinterFest averages about 3000 attendees each year with higher numbers when the weather is more cooperative. While most of the visitors are from North Carolina, many of the second home residents come up for a shot of winter celebration during this time as well as nearby neighbors from Charlotte, Winston-Salem, Raleigh, and Greensboro. Tennessee, Virginia and South Carolina residents also make Blowing Rock a favorite winter destination.

About the Blowing Rock Visitor

Blowing Rock has a strong branded image across the Southeast. People visit Blowing Rock for location, climate, unique lodging and shopping, eclectic dining, and a variety of recreational opportunities including skiing, snowboarding and tubing in the winter. The typical Blowing Rock visitor tends to have higher than average income and educational level and is a discerning traveler. Most are between the ages of 35 and 65 years of age and take part in an active lifestyle.



Blowing Rock WinterFest § PO Box 406, Blowing Rock, NC § ph 828.295.7851

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As a sponsor of Blowing Rock WinterFest, your brand or product will be bolstered by over \$20,000 in print, television, radio, and online advertising tailored to reach a specific customer. Blowing Rock WinterFest has a strong media presence in significant markets in North Carolina and the Southeast, including Charlotte, Raleigh, Greensboro-Triad, Atlanta, Greenville-Spartanburg, and Charleston. Publications like Our State, WNC, and Charlotte Observer and media outlets like Wolf 93.1, 101.5 WRAL, and 107.9 The Link are part of our typical advertising schedule. Most of this advertising is placed in the third and fourth quarters. In addition, BlowingRockWinterFest.com is maintained year-round and received more than 42,000 visits last festival year (growing each year), with most of those occurring in the months of December and January. Take a look at these opportunities with the 2016 Blowing Rock WinterFest and contact us soon!

Sponsorship Opportunities Include:

Presenting Sponsor (1)
\$7,500

Contributing Sponsor (2)
\$3,500

Event Sponsors (5)
\$1500 each
WinterFest
Polar Plunge
WinterWine Tasting and Auction
WinterFashions Show
Downtown and Kids Activities

Product Sponsorships
\$200-\$1000

Customized Sponsorships and Weekend
Advertising Partners
\$200-\$1000



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Presenting Sponsor \$7,500

The Presenting Sponsor figures prominently in all advertising and marketing related to WinterFest events produced by the Blowing Rock Chamber of Commerce.

- ◆ All reasonable sized ads will display **(Your Company Name) Presents Blowing Rock WinterFest.**
This includes print, television, radio and internet.
- ◆ Sponsor business will have a full page ad in the WinterFest Digest.
- ◆ The company logo will be featured on www.BlowingRockWinterFest.com.
- ◆ Sponsor will have space available at most Chamber produced events to promote company.
- ◆ Sponsor will receive up to two (2) rooms accommodations for up to three (3) nights each.
- ◆ Presenting Sponsor will receive 6 tickets to each of the Chamber produced WinterFest events.
- ◆ Billing logo will appear in the monthly e-newsletter through the end of 2016.
- ◆ Billing logo will appear on the Blowing Rock Chamber website.

Contributing Sponsors—\$3,500

- ◆ Contributing Sponsors will be featured in most print advertising and marketing related to all WinterFest events produced by the Blowing Rock Chamber of Commerce. This includes most print, television, radio and internet.
- ◆ Contributing Sponsor business will have a one-half page ad in the WinterFest Digest.
- ◆ The company logo will be featured on www.BlowingRockWinterFest.com.
- ◆ Sponsor will have space available to promote company at one Chamber produced event.
- ◆ Contributing Sponsor will receive 4 tickets to each of the Chamber produced WinterFest events.
- ◆ Billing logo will appear in the monthly e-newsletter through the end of 2016.
- ◆ Billing logo will appear on the Blowing Rock Chamber website.

Event Sponsor —\$1500 each

- ◆ Event Sponsors will be featured in selected advertising related to that Blowing Rock WinterFest event. This will include some print, television and internet advertising.
- ◆ Company will be included in sponsor list on www.BlowingRockWinterFest.com
- ◆ Company will be featured in signage at that event.

Supporting Sponsors—\$750

Supporting sponsors will be listed on www.BlowingRockWinterFest.com and in other advertising on a space available basis.

For more information, please contact Billie Rogers at
828.295.7851 or Billie@BlowingRock.com



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Blowing Rock WinterFest Sponsorship Agreement Between _____, Sponsor And Blowing Rock Chamber of Commerce Inc., Presenter

General: _____, hereafter referred to as Sponsor, agrees to provide to the Blowing Rock Chamber of Commerce, hereafter referred to as Presenter, the following in-kind services and/or pay the following fees: _____ sponsorship, (\$) _____ (amount or product type or service). In consideration therefore, Presenter shall provide Sponsor with the benefits described in the Proposal. Presenter may adjust such benefits, substitute benefits or provide other benefits with the approval of the Sponsor.

Payment. Cash payments are due as follows: 50% percent on or before November 1, 2015 and the balance due on or before January 1, 2016. Payment schedule to be determined with representatives of Presenter. Failure to pay fees when due may result in termination of this agreement. In-kind services shall be scheduled in writing by representatives of Presenter.

Limitation of Sponsorship. Unless otherwise provided, the cash or services and the Sponsor benefits described in this agreement are related solely to the Presenter to be held Thursday, January 28th through Sunday, January 31st, 2016. Assuming the Event is continued in 2017, the Sponsor shall have the first right of refusal to continue Sponsor's involvement in the Event on such terms as Sponsor and Presenter shall agree.

License and Usage. Sponsor hereby grants Presenter a limited, non-exclusive license to use Sponsor's trade names, trademarks, service marks and proprietary information [the "Proprietary Information"] owned by the Sponsor. Blowing Rock Chamber of Commerce agrees that the Proprietary Information will be used only in connection with the 2016 Event to provide the benefits set forth in the Proposal and such other benefits as Sponsor and Presenter may agree. Blowing Rock WinterFest's use of the Proprietary Information is subject to the approval of the Sponsor's designated representative, which approval will not be unreasonably withheld.

Sponsor Understandings. Sponsor understands as follows: the dollar values set forth in the Proposal are estimates based upon general sponsorship information available to Presenter; the audience multiplier is based upon estimates of Blowing Rock WinterFest's past attendance and actual attendance figures may vary materially. No portion of the sponsorship cash payment or in-kind services are subject to being refunded for any reason except as provided herein. Sponsorships are not exclusive unless otherwise set forth in the Proposal.

Termination. Presenter may terminate this contract on 30 days written notice. In the event of termination for any reason other than failure to provide contracted fees or services, Presenter may substitute an event with equivalent benefits with the approval of the Sponsor or shall refund any cash fee received from Sponsor by Presenter. Sponsor shall not terminate this agreement without the approval of Blowing Rock Chamber of Commerce.

Amendments. This agreement may be amended only by a written instrument executed by both parties.

Miscellaneous. This agreement is governed by North Carolina law and is binding upon all of the parties' successors and assigns.

Dated: _____

Dated: _____

Sponsor: _____

Presenter: _____



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