



## The Townsend Artisan Guild

the 10th Annual

# Smoky Mountain Fiber Arts Festival

April 12-14, 2019

Great Smoky Mountain Heritage Center, Townsend, Tennessee  
[www.townsendartisanguild@gmail.com](http://www.townsendartisanguild@gmail.com)

### Invitation to Sponsor and Advertise

Fall, 2018

The Townsend Artisan and the Tennessee Valley Handspinners Guilds are seeking those who wish to sponsor and advertise during the tenth annual Smoky Mountain Fiber Arts Festival. The Festival will be held at the Great Smoky Mountain Heritage Center, Townsend, Tennessee, the weekend of April 12-14, 2019.

The Festival will depict a “sheep to shawl” process, raw materials to finished work, and will include fiber processes such as spinning, dyeing, weaving, felting, knitting and crochet. Animal and fiber art demonstrations, classes, and a marketplace of fiber art supplies and finished goods will attract experienced fiber artists, those interested in learning the art form, school age children, and visitors to our area.

The Festival is becoming a popular event for Fiber Artists in the south east and we believe it will continue to grow. Attendance averages 1300 attendees; 60% indicate they come to Townsend specifically for the Festival and 45% stay overnight.

As a business owner or executive, you have an opportunity to support the arts in East Tennessee and one of the top Fiber Arts events, to participate in an event that will increase overnight visitation to East Tennessee, and to increase exposure of your business.

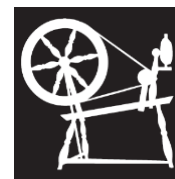
If you would like to participate or would like to have more information, please contact: [townsendartisanguild@gmail.com](mailto:townsendartisanguild@gmail.com), or the Festival Committee chairs noted below. We will include you on our website as soon as we receive the information from you. For the program, logos and advertisements are due no later than March 1, 2019.

We hope you will choose to be a part of the Smoky Mountain Fiber Arts Festival in 2019 — we look forward to hearing from you!

Susan Cooper, Co-chair, 865-448-0859  
Ruth White, Co-chair, 865-621-0827  
Smoky Mountain Fiber Arts Festival Committee



Tennessee  
Valley  
Handspinners  
Guild



PO Box 403, Townsend, Tennessee, 37882  
[www.smokymountainfiberartsfestival.org](http://www.smokymountainfiberartsfestival.org)  
[townsendartisanguild@gmail.com](mailto:townsendartisanguild@gmail.com)

# The Smoky Mountain Fiber Arts Festival Story 2018 By the Numbers



## Building Engagement in the Arts

	2014	2015	2016	2017	2018
Students	60	126	171	172	224
Classes	13	21	43	45	46
Instructors	8	8	14	18	21
Capacity (%)		66	58	42	55

## Increasing Knowledge of Fiber Art

## Encouraging Art Based Tourism

	2014	2015	2016	2017	2018
East Tennessee	67%	67%	61%	79%	71%
SE United States	23%	20%	22%	16%	16%
United States	10%	11%	17%	5%	12%
International		2%	1%	1%	1%
Overnight Stays	26%	34%	23%	49%	49%

**62% Come Specifically for Festival**

## Encouraging Art Businesses

“Met new Vendors”  
 “Built Wonderful Customer Relationships”  
 “Increased Business Networking”  
 “Varied Fibers and Products for New Ideas”  
 57% Applied for 2019 at Festival close

**Attractiveness for Vendors**

## Sales for Other Art Forms

	Painting	Photography	Fiber Arts	Sculpture	Jewelry
2014	50%	26%	10%	12%	
2015	31%	27%	11%	29%	
2016	28%	51%	15%	7%	
2017	44%	7%	47%	0%	2%
2018	27%	0%	67%	4%	

## Top Sources of Information

2014	Fiber Guild Members/Emails
2015	Internet/Facebook
2016	Internet/Friends and Family
2017	Internet/Friends and Family
2018	Internet/Drive By



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Contribution	Benefits to the Sponsor and Advertiser
<p>\$1000 and above Presenting</p>	<ul style="list-style-type: none"> <li>◆ “Presented By” recognition in all promotional materials</li> <li>◆ Full page color advertisement in souvenir program and listing on the website. Coupons printed in the Program are welcome.</li> <li>◆ Opportunity to hang banner on site during Festival</li> <li>◆ Opportunity to distribute brochures and/or coupons at Festival entrance</li> </ul>
<p>\$500 Patron</p>	<ul style="list-style-type: none"> <li>◇ One half page color advertisement in souvenir program and listing on the website. Coupons printed in the Program are welcome.</li> <li>◇ Opportunity to distribute brochures and/or coupons at Festival entrance</li> </ul>
<p>\$250 Partner</p>	<ul style="list-style-type: none"> <li>◆ One quarter page color advertisement in souvenir program and listing on the website. Coupons printed in the Program are welcome</li> <li>◆ Opportunity to distribute brochures and/or coupons at Festival entrance</li> </ul>
<p>\$100 Pal</p>	<ul style="list-style-type: none"> <li>◇ One eighth page color advertisement in souvenir program and listing on the website. Coupons printed in the Program are welcome</li> </ul>
<p>\$50 Advertiser</p>	<ul style="list-style-type: none"> <li>◆ Listing in souvenir program and on the website.</li> </ul>



Tennessee  
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Thank you for your generous support of the Smoky Mountain Fiber Arts Festival. Please indicate your contribution below. Return this form to P.O. Box 403, Townsend, Tennessee, 37882, Attn: SMFAF. For further information or any questions, please call 865-448-0859 or email townsendartisanguild@gmail.com.

Your Name \_\_\_\_\_

Business Name \_\_\_\_\_

Website \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Contribution Levels: Commitment and advertisements due no later than March 1, 2018.

Presenting Sponsor: ≥ \$1,000 \_\_\_\_\_

Patron: \$500 \_\_\_\_\_

Partner: \$250 \_\_\_\_\_

Pal: \$100 \_\_\_\_\_

Advertiser \$50 \_\_\_\_\_

**We greatly appreciate your support of the Arts and our Smoky Mountain heritage.**

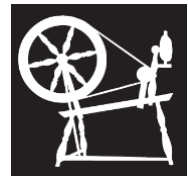
In-Kind Donation (please describe) \_\_\_\_\_

Would you like to know more about a Townsend Artisan Guild membership? \_\_\_\_\_

Would you like to know more about a Tennessee Valley Handspinners Guild membership? \_\_\_\_\_



Tennessee Valley Handspinners Guild



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