



The Townsend Artisan Guild

the 12th Annual

Smoky Mountain Fiber Arts Festival

April 16-17, 2021

Great Smoky Mountain Heritage Center, Townsend, Tennessee
www.townsendartisanguild@gmail.com

Invitation to Sponsor and Advertise

Spring, 2020

The Townsend Artisan and the Tennessee Valley Handspinners Guilds are seeking those who wish to sponsor and advertise during the twelfth annual Smoky Mountain Fiber Arts Festival. The Festival will be held at the Great Smoky Mountain Heritage Center, Townsend, Tennessee, the weekend of April 16-17, 2021, with pre-Festival classes on April 15.

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 1500 attendees; 60% indicate they come to Townsend specifically for the Festival and approximately 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.

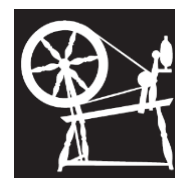
If you would like to participate or would like to have more information, please contact: townsendartisanguild@gmail.com, or the Festival Committee chairs noted below. We will include you on our website as soon as we receive the information from you. For the program, logos and advertisements are due no later than March 1, 2021.

We hope you will choose to be a part of the Smoky Mountain Fiber Arts Festival in 2021 — 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.smokymountainsfiberartsfestival.org
townsendartisanguild@gmail.com

The Smoky Mountain Fiber Arts Festival Story 2019 By the Numbers



Building Engagement in the Arts

	2014	2015	2016	2017	2018	2019
Students	60	126	171	172	224	177
Classes	13	21	43	45	46	35
Instructors	8	8	14	18	21	18
Capacity (%)		66	58	42	55	57

Encouraging Art Based Tourism

	2014	2015	2016	2017	2018	2019
Tennessee	67%	67%	61%	79%	71%	68%
SE United States	23%	20%	22%	16%	16%	15%
United States	10%	11%	17%	5%	12%	17%
International		2%	1%	1%	1%	1%
Overnight Stays	26%	34%	23%	49%	49%	n/a

Encouraging Art Businesses

“Repeat Customers”

“Raises awareness of my art/business”

“Exposes more people to my teaching”

“Showcases application of materials”

33% Applied for 2020 at Festival close

Raising Opportunities for All Arts

	Painting	Photography	Fiber Arts	Sculpture	Jewelry	Wood
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%		
2019	30%	1%	40%	17%	9%	2%

Top Source of Information

2014	Fiber Guild Members/Emails
2015	Internet/Facebook
2016	Internet/Friends and Family
2017	Internet/Friends and Family
2018	Internet/Drive By
2019	Internet/Friends



The Townsend Artisan Guild

the 12th Annual

Smoky Mountain Fiber Arts Festival

April 16-17, 2021

Great Smoky Mountain Heritage Center, Townsend, Tennessee
www.townsendartisanguild@gmail.com

Invitation to Sponsor and Advertise

Spring, 2020

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



Tennessee Valley Handspinners Guild



PO Box 403, Townsend, Tennessee, 37882
www.smokymountainsfiberartsfestival.org
townsendartisanguild@gmail.com



The Townsend Artisan Guild

the 12th Annual

Smoky Mountain Fiber Arts Festival

April 16-17, 2021

Great Smoky Mountain Heritage Center, Townsend, Tennessee
www.townsendartisanguild@gmail.com

Invitation to Sponsor and Advertise

Spring, 2020

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 February 15, 2020.

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



PO Box 403, Townsend, Tennessee, 37882
www.smokymountainfiberartsfestival.org
townsendartisanguild@gmail.com