

	<p>The Townsend Artisan Guild <small>the 8th Annual</small> Smoky Mountain Fiber Arts Festival April 21-23, 2017</p> <p>Great Smoky Mountain Heritage Center, Townsend, Tennessee www.townsendartisanguild@gmail.com</p>
	<p>Invitation to Sponsor and Advertise</p>

Fall, 2016

The Townsend Artisan and the Tennessee Valley Handspinners Guilds are seeking those who wish to sponsor and advertise during the eighth annual Smoky Mountain Fiber Arts Festival. The Festival will be held at the Great Smoky Mountain Heritage Center, Townsend, Tennessee, the weekend of April 21-23, 2017.

The Festival will depict a “sheep to shawl” process, raw materials to finished work, and will include fiber processes such as carding, 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, middle 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 1400 attendees and 45% indicate they come to Townsend specifically for the Festival and 23% 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: Susan Cooper, 865-448-0859, 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, 2017.

We hope you will choose to be a part of the Smoky Mountain Fiber Arts Festival in 2017 — 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
townsendartisanguild@gmail.com

The Smoky Mountain Fiber Arts Festival Story: 2016 By the Numbers



Attractiveness to Participants

2014	Early Registration	1
2015	Early Registration	16
2016	Early Registration	61

Feedback

“Maintains and Increases Business Contacts”
“I never had so much fun learning”

Sales for TAG Artists (non-vendors)

	Painting	Photography	Fiber Arts	Sculpture/Clay
2014	50%	26%	10%	12%
2015	31%	27%	11%	29%
2016	28%	51%	15%	7%

Raising Opportunities for All Arts

Encouraging Art Based Tourism

	2014	2015	2016
East Tennessee	67%	67%	61%
SE United States	23%	20%	22%
United States	10%	11%	17%
International		2%	1%
Overnight Stays	26%	34%	23%

45% come specifically for the Festival

Building Engagement in the Art

	2014	2015	2016
Students	60	126	171
Classes	13	21	43
Instructors	8	8	14
Capacity		66%	58%

Increases Knowledge of Fiber Art

Top Source of Information

2014	Fiber Guild Members/Emails
2015	Internet/Facebook
2016	Internet/Friends and Family

Broader Reach: Web & Social Media

2016 v. 2015

Contribution By Business Sponsors	Even
Festival Revenue Per Guest	Up 26%



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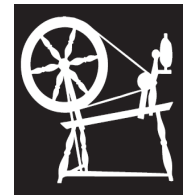
Invitation to Sponsor and Advertise

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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.



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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, 2017.

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? _____



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