

— FIRST ANNUAL —
HIGHLANDS, NC
PORCHFEST



SEPTEMBER 19TH 1:00PM - 6:00PM

SPONSORSHIP PACKAGES

**LIFE ENRICHMENT THROUGH
MUSIC & COMMUNITY**

Highlands Porchfest 2021 is a FREE music event for our community being held on Sunday September 19th from 1:00 - 6:00pm. Musicians from every genre will perform live at various downtown businesses, including The Bascom and The PAC.



THIS EVENT IS PRESENTED & SPONSORED BY:
CENTER FOR LIFE ENRICHMENT

THIS EVENT IS FUNDED IN PART BY A GRANT FROM:
**HIGHLANDS CHAMBER OF COMMERCE -
VISIT HIGHLANDS, NC**



348 S. FIFTH ST
HIGHLANDS, NC 28741



828.526.8811



info@highlandsporchfest.com
www.highlandsporchfest.com



Follow us on Facebook, Twitter
& Instagram
@HighlandsPorchfest

ABOUT US



Center For Life Enrichment (CLE) is a non-profit organization that has been serving the Highlands community for nearly 30 years. CLE delivers opportunities for life gratification and enrichment through educational programs presented by well-informed scholars, fine culinary experiences, music & entertainment, art & hobby workshops and travel opportunities.

VISION & VALUES



WHAT DOES LIFE ENRICHMENT MEAN TO YOU?

We want to know...what does life enrichment mean to you? What gives your life fulfillment and purpose?

- Education
- Music
- Fine Culinary Experiences
- Volunteering
- Nature/Outdoors
- Gardening
- Travel

ENRICHMENT THROUGH COMMUNITY & MUSIC

Center For Life Enrichment is dedicated to creating innovative programs to support our community and enhance your wellbeing and achieve your goal of personal fulfillment. Highlands Porchfest will be CLE's first annual free community music event for all ages and all musical genres.

Our goals are:

- Supporting musicians by showcasing their talents to the community
- Supporting local businesses by hosting musicians at various businesses, boosting local revenue and lodging.
- Championing for other community non-profits by offering free space to promote their cause.
- Encouraging diverse community culture by engaging musical & attendance participation for all demographic groups in our community.



ABOUT THE EVENT



Porchfest began in 2007 in Ithaca, NY and rapidly grew in popularity, now being held in hundreds of cities across US & Canada. Porchfests are annual music events organized to bring musicians together and celebrate a sense of community.

Traditionally held on welcoming porches of homeowners in the neighborhood, our first annual Highlands Porchfest will be held at various designated outdoor areas around downtown Highlands.

Bands, singers and instrumentalists of all genres participate to showcase their talents to the community. Music is diverse and can range from country to pop, classical, reggae, blues, rock, jazz, Latino, R & B, folk and others.

Because Highlands Porchfest will be primarily held in central downtown, The PAC and The Bascom, attendees will be able to walk or bike as they move from location to location, frequenting businesses as they enjoy live music.

CLE board member, Karen Hunt, brought the Porchfest concept to CLE along with her organizational experience from Napa Valley, CA where she assisted in organizing Napa Porchfest 9 years in a row with great success.

“THERE’S NOTHING BETTER
THAN **LIVE MUSIC**,
IT’S RAW ENERGY, AND
FEEDS THE SOUL.”



WHY SPONSOR US?

“THERE IS NO POWER FOR CHANGE GREATER THAN A COMMUNITY DISCOVERING WHAT IT CARES ABOUT.”



CLE can only bring Porchfest to our community, free of charge, because of generous donations and sponsorships from our community.

Your sponsorship is tax deductible under CLE as a 501(c)3 organization. All proceeds from this Porchfest event will fund other community enrichment programs through Center For Life Enrichment.

“

COMING TOGETHER IS A BEGINNING, STAYING TOGETHER IS PROGRESS, AND WORKING TOGETHER IS SUCCESS.

-HENRY FORD

”



PACKAGES

AS A HIGHLANDS PORCHFEST SPONSOR, YOU ARE WORKING ALONGSIDE CENTER FOR LIFE ENRICHMENT TO CREATE A FIRST OF IT'S KIND MUSIC EVENT IN HIGHLANDS.



PRESENTING

SPONSORSHIP

- Your corporate logo on the Porchfest 1/2 page ad in Our State Magazine
- Sponsor Founders Park: corporate name on a 5' x 10' Banner
- Full Back Cover Ad (5.5" x 8.0") on Day Of Event Pamphlet
- Your webpage listed and linked on Porchfest website
- Social media mentions & tags once every week until day of event
- 15 tickets to the After Party at The Bascom: complimentary entertainment, drinks and hors d'oeuvres

\$10K

(ONLY 1 SPONSORSHIP AVAILABLE)

AFTER PARTY

SPONSORSHIP

- 1/2 page ad (5.5" x 4.0") on Inside Back Cover in Day Of Event Pamphlet
- Corporate Name on 5' x 10' Banner Displayed at After Party @ The Bascom
- Corporate Name/Logo on Beverage Koozie
- Your webpage listed and linked on Porchfest website
- Social media mentions & tags once every 2 weeks until day of event
- 15 tickets to the After Party at The Bascom: complimentary entertainment, drinks and hors d'oeuvres

\$5K

(ONLY 1 SPONSORSHIP AVAILABLE)



PACKAGES

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PLATINUM

SPONSORSHIP

- Your corporate logo on the Porchfest 1/2 page ad in Our State Magazine
- Half page Ad (5.5" x 4.0") on Inside Front Cover in Day Of Event Pamphlet
- Your webpage listed and linked on Porchfest website
- Social media mentions & tags once every 2 weeks until day of event
- 10 tickets to the After Party at The Bascom: complimentary entertainment, drinks and hors d'oeuvres

\$5,000

GOLD

SPONSORSHIP

- Inside Half Page Ad (5.5" x 4.0") in Day Of Event Pamphlet
- Your webpage listed and linked on Porchfest website
- Social media mentions & tags once every 3 weeks until day of event
- 6 tickets to the After Party at the Bascom: complimentary entertainment, drinks and hors d'oeuvres

\$2,500



PACKAGES

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SILVER

SPONSORSHIP

- Quarter Page Ad (2.7" x 4".0") on Inside Page in Day Of Event Pamphlet
- Your webpage listed and linked on Porchfest website
- Social media mentions & tags once every 3 weeks until day of event
- 4 tickets to the After Party at The Bascom: complimentary entertainment, drinks and hors d'oeuvres

\$1,000

BRONZE

SPONSORSHIP

- 2.79" x 2.0" Size Ad in Day Of Event Pamphlet
- Your webpage listed and linked on Porchfest website
- Social media mentions & tags once every month
- 2 tickets to the After Party at The Bascom: complimentary entertainment, drinks and hors d'oeuvres

\$500



PACKAGES

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MUSIC VENUE

SPONSORSHIP

- 3' x 10' Banner with Corporate Name Display at Venue
- Listed as Venue Sponsor in Day of Event Pamphlet
- Your webpage listed and linked on Porchfest website
- Sponsorship recognition live on stage between bands

\$500

THE BASCOM

VENUE SPONSORSHIP

- 5' x 10' Banner with Corporate Name Display at The Bascom
- Listed as Venue Sponsor in Day of Event Pamphlet
- Sponsorship recognition live on stage between bands

\$1,000

(ONLY 1 SPONSORSHIP AVAILABLE)

THE PAC

VENUE SPONSORSHIP

- 5' x 10' Banner with Corporate Name Display at The PAC
- Listed as Venue Sponsor in Day of Event Pamphlet
- Sponsorship recognition live on stage between bands

\$1,000

(ONLY 1 SPONSORSHIP AVAILABLE)



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EVENT PAMPHLET

AD SPACE

- 2.79" X 2.0" AD SPACE IN DAY OF EVENT PAMPHLET

\$250

FRIENDS OF PORCHFEST

INDIVIDUAL DONATION

- NAME LISTED IN DAY OF EVENT PAMPHLET ON "FRIENDS OF PORCHFEST" DONATIONS PAGE

\$100



AGREEMENT FORM

To complete your sponsorship, please fill out this form.

**Make checks payable to:
Center For Life Enrichment
PO Box 2046 Highlands, NC 28741**

Sponsor Name

Sponsorship Package

Company Name

Company Address

E-Mail

Phone



:



:



:

Website:

Social Media Accounts:

Signature / Title

Date:

Thank you for your participation!

FOR THOSE RECEIVING AD SPACE, OUR TEAM WILL REACH OUT TO YOU AT THE PROVIDED EMAIL WITH AD SPECS AND ART DEADLINES.