

Sponsorships 2011

May 12-15

October 20-23



LEAF | Lake Eden Arts Festival
 LEAF in Schools & Streets
 LEAF International

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theLEAF.org

*Two Events,
 To Market,
 Too Simple.*

Community Match

...target our unique clientele!

LEAF Mission:

a non profit organization established to build community and enrich lives through the arts, locally and globally, with festivals, events, mentoring and educational programs.

LEAF Audience Statistics:

- ➔ **Disposable Incomes:** 17% earn over \$101k, 30% earn \$51-100k, 30% earn \$26-50k, 23% earn \$0-25k
- ➔ **Educated:** 6% have Doctorate, 31% have Masters, 50% have Bachelors, 13% have High School
- ➔ **Localized:** 93% from Southeastern states, 60% of that from NC, and 66% of NC reside in WNC
- ➔ **All Ages:** 16% are 61+, 47% are 43-60, 34% are 29-42, 3% are 18-28
- ➔ **Average amount spent on ticket per customer at LEAF is \$186**



Our Vision

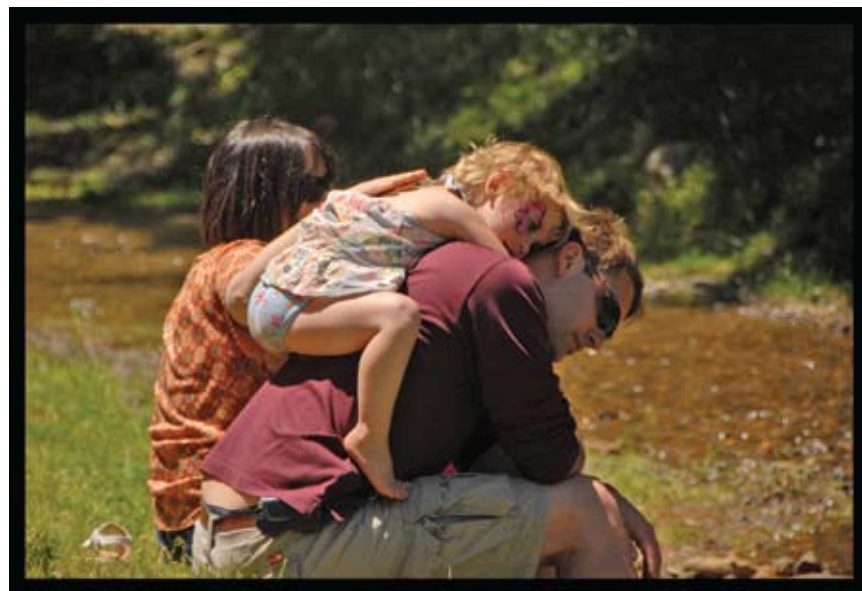
One of the top small festivals globally dedicated to excellence in creating positive community and introducing people to cultural arts traditions.

Our Values

Empowerment • Community • Cultures • Teamwork
Positive Attitudes • Respect • Integrity

Community

Families • Youth • Artists • Performers • Volunteers
Collaborators • Sponsors • Customers • Staff



WOW...TWO FESTIVALS PER YEAR TOO?

Outreach

Marian Godfrey of The Pew Charitable Trusts noted that **“The aspects of our culture least likely to be sustained by the marketplace are often those that add the most value in American society: creative innovations, the preservation of cultural heritage and the enrichment of the lives and capacities of children.”**

“The most amazing experience for me is witnessing children who are labeled as having behavioral issues begin to discipline themselves, express emotion through movement, and become a valued member of a diverse and interdependent group.”
Joe'tse Adams, Hunab Kru B-Boys



LEAF in Schools & Streets:
Empowering Youth through Festive Arts in our local community.

Since 2004

LEAFinSchoolsandStreets.org

Annually serving:
40+ programs
5,000 youth participants
400 youth performers



LEAF International: Empowering Youth Globally Through Cultural Music Traditions

Since 2006

LEAFInternational.org

Annually serving:
6 countries
500+ youth participants
9 traditional teaching artists



“Folk traditions helps some one to identify himself/herself culturally. This cultural identity is the foundation of human development.” -Fredy, LI Arusha



2010 Sponsors



Opportunity

Red Oak \$20,000

Greenlife

Pine \$10,000

880 The Revolution
WNC Magazine
WNCW

Maple \$8,000

Mountain Xpress
New Belgium
Skyland Distributing
Redwood Creek
Fly JBA

Dogwood \$5,000

Diamond Brand
Pisgah Brewing Company
Blue Ridge Outdoors
Sundance Power
UTNE

Birch \$3,000

Arvato Digital Imaging
Burt's Bees
Asheville Outdoor Center
City Mac
Chaco/ Merrell
Crocs
Main St. Online
Super 8

Hickory \$1,000

Acoustic Corner
Biltmore Farms
Barley's Taproom
Highland Brewing Company
Organic Valley
The Orange Peel
Larry's Beans
Raw Revolution
Warren Wilson College

Sassafras \$500

Costume Shoppe
Enterprise
Francine Delany
JAG
Jody Whitehurst, Realtor
Laser Precision Cutting
Roots & Wings School of Art
WCQS
Ulimana

Special Thanks

Foam and Fabric
Suntrust
Northern Tools
Sherwin Williams
Dancing Bear Toys
The Toy Box
Saffron Fine Foods
The Colorful Palate
Neo Burrito

- **DOUBLE EXPOSURE**- with two festivals a year.
- **LOYALTY**- 2010 SOLD OUT with an attendance of over 20,000 LEAFers at each festival.
- **CONSCIOUS**- Support shows you are committed to community.
- **CUSTOMERS CARE**- 84% of Americans says they are likely to switch brands, when price and quality are equal, to help support a CAUSE. *Source: 2002 Cone Corporate Citizenship Study, The Role of Cause Branding (2002).*
- **NON PROFIT**- LEAF is a 501(c) 3 non profit.
- **LONGEVITY SPEAKS**- LEAF founded in 1995 by Executive Director, Jennifer Pickering . [Celebrating | 16 years | 31 festivals!](#)
- **6,000 PER DAY at LEAF**- with 550 Volunteers, 170 Weekend Staff, 450 Performers, 300 Vendors & Healing Artists included.



Join over 50 businesses who benefit from marketing to LEAF audiences.

Standard and customized opportunities from \$500-\$20,000+ available.

2011 Premier Sponsorship Packages

YOUR Sponsorship dollars make a 100% difference at LEAF! In appreciation, your business can receive the following LEAF recognition and benefits!

RED OAK \$20,000 (Limited) | \$10,000 May & \$10,000 October

- **Premier Main Stage Sponsorship including: Premier banner locations on stage at Main Stage.**
- **Logo Signage featured in 2 locations: Outside Mainstage or Other.**
- **12 VIP backstage passes** (6 each festival) Thursday-Sunday and VIP Access. | value \$200 each
- **Logo on performer schedule** in Weekend Program. | 20,000 printed
- **Logo on Weekend Wristband Tickets.**
- **10x10 Booth Space Available* for promotions.** | *+fee w/sales
- **YOUR Business Logo featured on the May & October Postcard.** | 35,000 printed
- **24 Weekend PLUS Passes** Thurs-Sun (12 each festival). | value \$125 each
- **32 Sunday Tickets** (16 each festival). | value \$30 each
- **24 LEAF Special Edition Tee Shirts** each festival. (12 each festival)
- **Logo & Link on Performer and Friends page.** | 10k-15k hits per day/30k May & October
- **Logo, link, & Patronage featured in six e-newsletters.** | 22,000 subscribers
- **Product Sampling or distribution of materials..**
- **Logo featured on the May & October Poster.** | 5,000 printed
- **Logo in May & October Weekend Program.** | 10,000 printed
- **YOUR Business Logo prominently featured on the Outreach Newsletter.**
- **YOUR Business Logo prominently featured on the LEAF Yearly Donor Information Packet.**



LIVE OAK \$15,000 (Limited) | \$7,500 May & \$7,500 October

- **Main Stage Sponsorship including: Banner location at Main Stage or Other.**
- **Logo Signage featured in 2 locations: Outside Mainstage or Other.**
- **Logo on 1 set of Day Wristband Tickets.**
- **10 VIP backstage passes** (5 each festival) Thursday-Sunday and VIP Access. | value \$200 each
- **Logo on performer schedule** in Weekend Program. | 20,000 printed
- **10x10 Booth Space Available* for promotions.** | *+fee w/sales
- **YOUR Business Logo featured on the May & October Postcard.** | 35,000 printed
- **20 Weekend Passes** Fri-Sun (10 each festival). | value \$125 each
- **28 Sunday Tickets** (14 each festival). | value \$30 each
- **20 LEAF Special Edition Tee Shirts.** (10 each festival)
- **Logo & Link on Performer and Friends page.** | 10k-15k hits per day/30k May & October
- **Logo, link, & Patronage featured in five e-newsletters.** | 22,000 subscribers
- **Product Sampling or distribution of materials.**
- **Logo featured on the May & October Poster.** | 5,000 printed
- **Logo in May & October Weekend Program.** | 10,000 printed
- **YOUR Business Logo prominently featured on the Outreach Newsletter.**
- **YOUR Business Logo prominently featured on the LEAF Yearly Donor Information Packet.**



*Size restrictions do apply to sponsor banners depending upon level and locations. Large equals 8-10ft, medium equals 5-7ft, small equals 2-4ft.

2011 Major Sponsorship Packages

PINE \$10,000 | \$5,000 May & \$5,000 October

- **Premier banner location at Custom Location.**
- **8 VIP backstage passes** (4 each festival) Thursday-Sunday and VIP Access. | value \$200
- **Logo performer schedule** in Weekend Program. | 25,000 printed
- **Logo on one set of Day Wristband Tickets or Staff T-shirt.**
- **10x10 Booth Space** Available for promotions. | *+fee w/sales
- **Product Sampling or distribution of materials.**
- 16 Weekend Passes Fri-Sun (8 each festival). | value \$125 each
- 24 Sunday Tickets For (12 each festival). | value \$30 each
- 16 LEAF Special Edition Tee Shirts. (8 each festival)
- Logo & Link on 2 Webpages: Performer & Friends page. | 10k -15 k hits per day/30k May & Oct
- Logo Signage featured in 2 locations: Outside Mainstage or Other.
- Logo, link, & Patronage featured in four e-newsletters. | 22,000 subscribers
- Logo featured on the May & October Poster. | 5,000 printed
- Logo in May & October Weekend Program. | 10,000 printed
- Logo featured on the Outreach Newsletter.
- YOUR Business Logo featured on the LEAF Yearly Donor Information Packet.

YOUR Sponsorship dollars make a 100% difference at LEAF! In appreciation, your business can receive the following LEAF recognition and benefits!

MAPLE \$8,000 | \$4,000 May & \$4,000 October

- **Premier banner location at Custom Location.**
- **6 VIP backstage passes** (3 each festival) Thursday-Sunday and VIP Access. | value \$200
- **Logo Signage at 2 locations: Outside Mainstage Areas or TBD.**
- **10x10 Booth Space Available for promotions.** | *+fee w/sales
- **Logo on Staff T-shirt.**
- **Product Sampling or distribution of materials.**
- 12 Weekend Passes Fri-Sun (6 each festival). | value \$125 each
- 16 Sunday Tickets (8 each festival). | value \$30 each
- 12 LEAF Special Edition Tee Shirts (6 each festival).
- Logo & Link: Poetry, Dance, or Friends page. | 10k -15 k hits per day/30k May & Oct
- Logo, link, & Patronage featured in three e-newsletters.
- Logo featured on the May & October Poster. | 5,000 printed
- Logo in May & October Weekend Program. | 10,000 printed
- Logo featured on the Outreach Newsletter.
- YOUR Business Logo featured on the LEAF Yearly Donor Information Packet.



DOGWOOD \$5,000 | \$2,500 May & \$2,500 October

- **Logo on the May & October Poster.** | 5,000 printed
- **10x10 Booth Space Available* for promotions.** | *+fee w/sales
- **Product Sampling & or distribution of materials.**
- **Logo Signage at 1 location:** Main Gate, Boathouse, or LEAF in Schools & Streets Tent.*
- **2 VIP backstage passes** each fest (Thursday-Sunday) w/ VIP Access. | value \$200
- 4 Weekend Passes Fri-Sun For May & October LEAF. | value \$125 each
- 8 Sunday Tickets For May & October LEAF. | value \$30 each
- 4 LEAF Special Edition Tee Shirts each festival.
- Logo & Link on LEAF Website Friends Page. | 10k -15 k hits per day/30k May & Oct
- Logo, link, & Patronage mentioned in three e-newsletters. | 22,000 subscribers
- Logo in May & October Weekend Program. | 25,000 printed
- YOUR Business Logo featured on the NEW Outreach Newsletter.
- YOUR Business Logo on the LEAF Yearly Donor Information Packet.



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2011 Sponsorship Packages

YOUR Sponsorship dollars make a 100% difference at LEAF! In appreciation, your business can receive the following LEAF recognition and benefits!

BIRCH \$3,000 | \$1,500 May & \$1,500 October

- **YOUR Business banner would be at your choice of Main Gate or Concessions.***
- **6 Weekend Passes** Fri-Sun (3 each festival). | value \$125 each
- **12 Sunday Tickets** (6 each festival). | value \$30 each
- 6 LEAF Special Edition Tee Shirts (3 each festival).
- Logo & Link on LEAF Website Friends Page. | 10,000-15,000 hits per day/30k May & October
- Logo in May & October Weekend Program. | 25,000 printed
- Logo, Link, & Patronage mentioned in two e-newsletters. | 22,000 subscribers
- YOUR Business Name featured on the NEW Outreach Newsletter.
- YOUR Business Name on the LEAF Yearly Donor Information Packet.

HICKORY \$1,000 | \$500 May & \$500 October

- **Logo in May and October Weekend Program.** | 25,000 printed
- **Logo, link, & Patronage mentioned in one e-newsletter.** | 22,000 subscribers
- **4 Community Passes** Fri-Sun (2 each festival). | value \$75 each
- **8 Sunday Tickets** (4 each festival). | value \$30 each
- 4 LEAF Special Edition Tee Shirts (2 each festival).
- Logo & Link on LEAF Website Friends Page. | 10,000-15,000 hits per day/30k May & October
- YOUR Business Name featured on the NEW Outreach Newsletter.
- YOUR Business Name on the LEAF Yearly Donor Information Packet.

SASSAFRAS \$500 | \$250 May & \$250 October

- **8 Sunday Tickets** (4 each festival). | value \$30 each
- **Your Business Name listed in May and October Weekend Program.** | 25,000 printed
- 4 LEAF Special Edition Tee Shirts (2 each festival).
- Logo & Link on LEAF Website Friends Page. | 10,000-15,000 hits per day/30k May & October
- YOUR Business Name listed on the NEW Outreach Newsletter.
- YOUR Business Name on the LEAF Yearly Donor Information Packet.

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 Large equals 8-10ft, medium equals 5-7ft, small equals 2-4ft.





GREENing LEAF 2011

The LEAF Community is an amazing group of people who are dedicated to making the world a better place. LEAF believes that Greening is not only important in being good stewards of the earth, it also creates a healthy and positive atmosphere which infuses all areas of the festival and the community.

LEAF has made huge Green steps forward, the results were astounding!

13,730 pounds of resources including:

- **4,000 pounds of compost.**
- **5,130 pounds of recyclables.**
- **4,600 pounds of cardboard.**

LEAF is dedicated to making our Green efforts sustainable for the future.

A GREEN SPONSOR or CO-SPONSORS can expect:

- Equivalent pre-festival marketing starting at the Standard Dogwood Sponsor \$5,000 Package.
- Festival marketing including logos on bins at major trash/recycling/composting stations.
- Logos on Green Team T-Shirts.
- Logos on Educational materials.
- Feature in Enewsletter.

Summary of LEAF Green Estimated Costs:

o Green Staff Team	\$2500 per festival. (\$5,000 annual)
o Green Supplies & Equipment	\$1500 per festival (\$3,000 annual)
o Green Signage & Education	\$300 annual
o Green T-shirts	\$500 annual

Total GREEN \$\$ Costs \$4400 per festival/ \$8800 annual

LEAF welcomes Green Sponsorships to support a GREEN event.



LEAFlet Kids Village Sponsorships

For 15 years, LEAF has hosted kids ages zero to ninety-nine! The LEAFlet Kids Village has EXPANDED! We need your support to help our growing family and have an opportunity for you to be a part of our growth.

LEAFlet Wishlist

- Wolfe, Kryolan, Snazaroo or Mehron Brand Face Paints. Also face painting books.
- Balls! (small, medium, big, huge & ALL bouncy)
- Jumping Balls (the kind with handles) both kids and adult.
- Pogo Sticks, Stilts, Stomp Rockets, Giant Frisbees
- Wind Wheels, Big Kites, Twirly Wind Spinners, Giant Pinwheels
- Parachutes, Unicycles
- Craft Supplies (beads, ribbons, hot glue sticks, foam, feathers, artificial flowers, paints, brushes, etc.)
- Fabric....lots and lots! (for backdrops, back stage, table cloths, fence covering, banners, etc.)
- BRIGHT colored gloss paints for outdoor signs, spray finish/sealant for rain protection, brushes
- Bubbles (BIG containers), bubble machines, batteries
- Small Tents (all sizes), poles, stakes, ladders, tools
- RAFFLE ITEMS FOR fundraising for our LEAF in Schools & Streets program!



Special LEAFlet Kids Village Benefits:

- Banners
- Booths
- Tickets
- Logos on Kids related pages of LEAF web, print and other e-opportunities!

Work One-On-One with LEAFlet Kids Village Director for your customized benefits based on LEAF's Standard Sponsorship Packages.

BOOTH SPONSORS

- Face Painting Tent
- Arts & Crafts Tent
- LEAF Pile-Games Area
- Sprouts Corner-Kids Market
- Hair Art Tent
- Wildwood Stage
- Roots Family Stage

WILD WACKY KIDS FAMILY FUN





LEAF Outdoors

LEAF's NEWEST Opportunity for Sponsorship

Join LEAF in creating FAMILY OUTDOOR ADVENTURES!

LEAF Outdoors includes:

Climbing wall, Flying Trapeze, Euro-bungee, Frisbee, bike demos, mini-golf, outdoor awareness, hiking, trail runs, info and more!

YOU can Support and get YOUR OUTDOOR business GREAT EXPOSURE to active families.



CATCH the excitement

BIRCH \$3,000 | \$1,500 May & \$1,500 October

- 10x 10 Promo Booth Space at Outdoor Zone. | *+fee with sales
- YOUR Large Business banner at Outdoor Hub. | or 2 Sm/Med
- 8 Weekend Passes Fri-Sun (4 each festival). | value \$135 each
- 8 LEAF Special Edition Tee Shirts (4 each festival).
- Logo & Link on LEAF Website Friends Page. | 10,000-15,000 hits per day/30k May & October
- Logo in May & October Weekend Program. | 25,000 printed
- Logo, link, & Patronage mentioned in two e-newsletters. | 20,000 subscribers

HICKORY \$1,000 | \$500 May & \$500 October

- 10x 10 Promo Booth Space at Outdoor Zone. | *+fee with sales
- 4 Weekend Passes Fri-Sun (2 each festival). | value \$135 each
- 4 LEAF Special Edition Tee Shirts (2 each festival).
- Logo & Link on LEAF Website Friends Page. | 10,000-15,000 hits per day/30k May & October
- Logo in May and October Weekend Program. | 25,000 printed

SASSAFRAS \$500 | \$250 May & \$250 October

- 8 Sunday Tickets (4 each festival). | value \$30 each
- 4 LEAF Special Edition Tee Shirts (2 each festival).
- Logo & Link on LEAF Website Friends Page. | 10,000-15,000 hits per day/30k May & October)
- Your Business Name listed in May and October Weekend Program. | 25,000 printed



CLIMB to the top!



FLY with LEAF!

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Sponsorship Commitment Agreement

Thank you for becoming an official sponsor of LEAF! The Sponsor Commitment Agreement serves as your invoice for sponsorship payment.

Name: _____ Business: _____
Best Phone: _____ E-Mail: _____
Address: _____ City/State/Zip: _____

SUPPORT LEVEL

Please check below to indicate your level of participation:

I, _____ with _____ (business) agree to sponsor LEAF in the amount of \$_____ for

1 year 2011 2 years 2012 3 years 2013

Redwood \$20,000 Live Oak \$15,000 Pine \$10,000 Maple \$8,000

Dogwood \$5,000 Birch \$3,000 Hickory \$1,000 Sassafras \$500

CUSTOM LEVEL

PAYMENT INFORMATION

_____ Check # or money order to LEAF enclosed

_____ Master Card /Visa # _____ Exp _____ CVV: _____

LEAF requests payment within 30 days date of agreement.

Direct your gift: LEAF in Schools & Streets LEAF International
 LEAFlet Kids Village LEAF Outdoors LEAF Greening

SIGNATURE

Your signature indicates commitment to this agreement to sponsorship of LEAF.

Signature: _____ Date: _____

Please Print this page and email, mail or fax to:
LEAF, 377 Lake Eden Road, Black Mountain, NC 28711
Phone: (828) 68_MUSIC (8742) Fax: 828-686-0035 Donate@theLEAF.org

www.theLEAF.org