

WHAT BEAR ON THE SQUARE DOES FOR NORTH GEORGIA

- Celebrates the region's cultural heritage through promotion of Appalachian music, dance, song and craft
- Stimulates the economy of Dahlonega and beyond by attracting tourists, many of whom return for other family outings
- Raises the profile of Dahlonega and north Georgia as a cultural center and a fun family oriented place to visit
- Provides support to other area organizations with missions aligned with ours

WHAT BEAR ON THE SQUARE CAN DO FOR YOU AS A SPONSOR

- Identify you as a promoter of the arts and culture of this area through your association with a quality festival
- Identify you as a company or organization desiring to partner with your community
- Expose you to a concentrated group of festival goers who are caught up in the spirit of the event and who are potential prospects for your mission, product, or service
- Promote strong morale, pride and cohesiveness within your company or organization as participants in a worthy and fun event



SPONSORS ARE CRITICAL TO THE FESTIVAL'S SUCCESS

Bear on the Square operates under the auspices of Bear on the Square Mountain Festival, Inc., a 501(c)3 not-for-profit cultural arts organization whose mission is to preserve and celebrate the culture of the southern Appalachians. The festival is organized, managed and run entirely by volunteers.

Admission is now free to all events. Therefore, sponsorship by local and regional companies, cultural organizations and individuals is a major source of revenue for the festival. Supplementary income is raised by a live auction of items donated by local businesses, friends of the festival and participating marketplace artists, as well as from booth fees, program advertisers and merchandise sales.

It would be impossible to produce this great annual event without our sponsors. So please become a festival sponsor and help our community continue what is known around Dahlonega as everybody's "favorite festival."

Richard Davidow

Executive Committee member
& Sponsorship Chair

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www.BearOnTheSquare.org



BEAR ON THE SQUARE
DAHLONEGA, GA

*Dedicated to the
celebration and preservation
of the culture of the
Southern Appalachian Mountains*

Bear on the Square attracts an estimated 40,000 to 50,000 people to Dahlonega on the third weekend of April every year for two days of old-time and bluegrass music performances, music workshops, a juried marketplace of traditional mountain crafts by regional artists, and jamming day and night all around the square.



SPONSORSHIP OPPORTUNITIES



CORPORATE: \$5000-\$10,000

- Street exhibit space with tent and tables in a prominent area of the festival
- Top billing with logos on banners in all music venues, printed program, signage, T-shirts, poster and website
- Regular announcements of sponsor's support by mainstage emcees
- Lodging for sponsor's personnel
- VIP mainstage seating



FESTIVAL: \$3000-\$5000

- Festival exhibit space and customized setup
- Billing just below corporate level with signage and banners in all music venues, printed program, T-shirts, poster and website
- VIP mainstage seating

VENUE/EVENT: \$1000-\$2000

- Announcement of sponsorship by event host
- Banner at event
- Billing below corporate and festival levels
- VIP mainstage seating

PERFORMNG ARTIST \$500-\$1000

- Sponsorship announcement by emcee when artist is introduced
- Listing on printed program and website
- VIP mainstage seating for the performance

FRIEND of BEAR

Friends' gifts vary by year and are posted on the festival website.

Bear Cub	\$15
Bear Family	\$25
Bear Jammer	\$50
Bear Patron	\$100

SPECIAL SPONSORSHIPS

HERITAGE SPONSOR:
Renowned local folk artist Billy Roper regularly supports the festival by donating artwork to the live auction. His much appreciated contributions have been tremendously important to the festival, both fiscally and culturally.

FOUNDING SPONSOR:
The Pender family provides significant support to the festival through an annual donation, as well as lots of talent, hard work and inspirational leadership.

