



BOOMTOWN ARTS AND HERITAGE FESTIVAL SPONSOR DECK 2026

ABOUT THE FESTAVL

Boomtown Arts & Heritage FestAVL is a free festival located in Pack Square Park in Downtown Asheville, NC, set for September 4th–6th, 2026, with The Big Secret Family Fest and Asheville Symphony in The Park on Sunday, September 6th, 2026. Asheville emerged as a boomtown in the 1920s in efforts to rebuild the city post “The Great Flood” in 1916. Boomtown FestAVL seeks to help rebuild a thriving community post Hurricane Helene destructions, in line with our core mission to revive sustainable ecosystems throughout the region by promoting, preserving, perpetuating, and encouraging the arts, culture and heritage of WNC through programs, and other cultural, educational, civic, and economic activities that connect people throughout the region.

This festival is a vibrant tribute to Asheville's rich history, arts, and culture, showcasing an eclectic mix of musical performances, trail tours, and community-driven activities. From the city's storied past as a turn of the century boomtown to its current status as a hub of creativity and innovation, the festival celebrates and preserves the unique heritage that makes Asheville a beloved destination. Boomtown FestAVL brings together an array of artists, musicians, and storytellers, creating an immersive experience that highlights the city's diverse cultural tapestry. Attendees can look forward to a dynamic lineup of main stage performances, interactive workshops, heritage exhibits, and trail tours that highlight Asheville's architectural marvels, pioneering figures, and stories of resilience. Join us for an unforgettable celebration that bridges the past and present, fostering a deeper connection to Asheville's vibrant legacy.





FESTAVL DETAILS

- Three-day festival, September 4th–6th, 2026
- Expected attendance: 30k+ (3 days)
- Three stages, 30 Artists
- Free entry
- Tax deductible contributions via 501 (c)(3)
- Captive audience (no outside food or beverage)
- Age: 18–70, Families with young children welcome
- Family status: Young single adults, Marries with children, Retirees
- Interests: Arts, Music, Local History, and Culture
- Artist Social Following: 500k+
- Brand Partner Social Following: 635k+
- Email Marketing Reach: 200k+
- Total Ad Reach: 1,500,000+

OUR CHARITY PARTNER

**ASHEVILLE
SYMPHONY**
MUSIC DIRECTOR DARKO BUTORAC



SPONSORSHIP OPPORTUNITIES

The success and sustainability of the Boomtown Arts & Heritage FestAVL relies significantly on the generous support of our sponsors. Your contribution not only amplifies the impact of our organization but also aligns your brand with the cultural heartbeat of Asheville. By partnering with us, sponsors have a unique opportunity to engage with a broad audience, demonstrate community commitment, and participate in the vibrant life of downtown Asheville. Together, we can continue to make Downtown Asheville a dynamic place for everyone to enjoy. All sponsor contributions can be made tax deductible to 501(c)(3) partner Asheville Symphony, or otherwise to Boomtown Arts & Heritage FestAVL LLC.

SPONSORSHIP OPPORTUNITIES BY TIER

PRESENTING SPONSOR

\$20,000

UP TO 2 AVAILABLE

- Event referred to as “BRAND PRESENTS Boomtown Arts & Heritage FestAVL”
- VIP table for 8 at Asheville Symphony
- Tax deductible contribution via Charity Partners
- Opportunities for ad running on projection and IMAG screens
- Top billing on marketing materials
- Inclusion in press releases and e-newsletters
- Company recognized during stage announcements
- Social media promotion
- Unlimited access to dedicated VIP onsite areas
- Opportunity for a 10x20 booth space
- Logo recognition on event signage, posters, website, print ads, and other collateral

DIAMOND SPONSOR

\$15,000

- Exclusive opportunity to host a ‘sanctioned’ sub-event, prominently featured as part of Boomtown FestAVL
- Opportunities for ad running on projection and IMAG screens
- Secondary billing on marketing materials
- Inclusion in press releases and e-newsletters
- Company recognized during stage announcements
- Social media promotion
- Access for 25 to dedicated VIP onsite areas
- Opportunity for a 10x20 booth space
- Logo recognition on event signage, posters, website, print ads, and other collateral

VIP SPONSOR

\$10,000

- VIP area branded with sponsor assets
- Secondary billing on marketing materials
- Inclusion in press releases and e-newsletters
- Company recognized during stage announcements
- Social media promotion
- Access for 20 to dedicated VIP onsite areas
- Opportunity for a 10x20 booth space
- Logo recognition on event signage, posters, website, print ads, and other collateral

GOLD SPONSOR

\$7,500

- Inclusion in press releases and e-newsletters
- Company recognized during stage announcements
- Social media promotion
- Access for 15 to dedicated VIP onsite areas
- Opportunity for a 10x20 booth space
- Logo recognition on event signage, posters, website, print ads, and other collateral

SILVER SPONSOR

\$5,000

- Company recognized during stage announcements
- Social media promotion
- Access for 10 to dedicated VIP onsite areas
- Opportunity for a 10x10 booth space
- Logo recognition on event signage, posters, website, print ads, and other collateral

BRONZE SPONSOR

\$2,500

- Access for 5 to dedicated VIP onsite areas
- Opportunity for a 10x10 booth space
- Logo recognition on event signage, posters, website, print ads, and other collateral

EXCLUSIVE SPONSORSHIP OPPORTUNITY TIERS

PRESENTING PARTNER

\$25,000

ONLY 1 AVAILABLE

- Everything offered in Presenting Sponsor package plus below:
- Opportunity for up to two 10x20 booth spaces wherever desired
- Private VIP area sectioned off from others
- Brand info included on all RSVP "Thank You" email confirmations
- Dedicated email marketing to event attendees with exclusive offer from brand, before and/or after festival
- Brand logo on wristbands for 21+ ID
- Brand displays at concessions, stage, activity areas, or wherever desired on-site
- Integrative marketing such as "use brand app to receive discount on concessions"
- Inclusion in press releases, e-newsletters
- First right refusal for presenting partnership in following years
- First pick of all other benefits advertised in other Sponsor tiers
- Recognition in stage announcements all 3 days
- Complimentary table and pop-up tent for vendor space (staffing optional)
- Other customized benefits tailored per Partner as requested (we can custom build an experience that best fits Partner's specific desires). Presenting Partner is overall approaches as more of an actual partnership, whereas we seek to tailor an experience as seen best fit for cross pollination and growth

CUSTOM SPONSOR

PACKAGE

**\$2,500 –
\$15,000**

- Sponsor package based on interest and contribution; any of the listed opportunities available to be built into a custom package:
- Brand information included on all RSVP "Thank You" email confirmations
- Brand logo on wristbands for 21+ ID
- Complimentary table and pop-up tent for vendor space (staffing optional)
- Dedicated email marketing to event attendees with exclusive offer from brand, before or after festival
- Integrative marketing such as "use brand app to receive discount on concessions"
- Onsite displays at concessions, stage, and activity areas
- VIP area branded with sponsor assets
- Opportunities for ad running on projection and IMAG screens
- Billing on marketing materials
- Inclusion in press releases and e-newsletters
- Recognition in stage announcements
- Social media promotion
- Team access to dedicated VIP onsite areas
- Opportunity for a 10x20 or 10x10 booth space
- Logo recognition on event signage, posters, website, print ads, and other collateral

BEVERAGE SPONSOR

OPPORTUNITY FOR EXCLUSIVITY

\$5,000

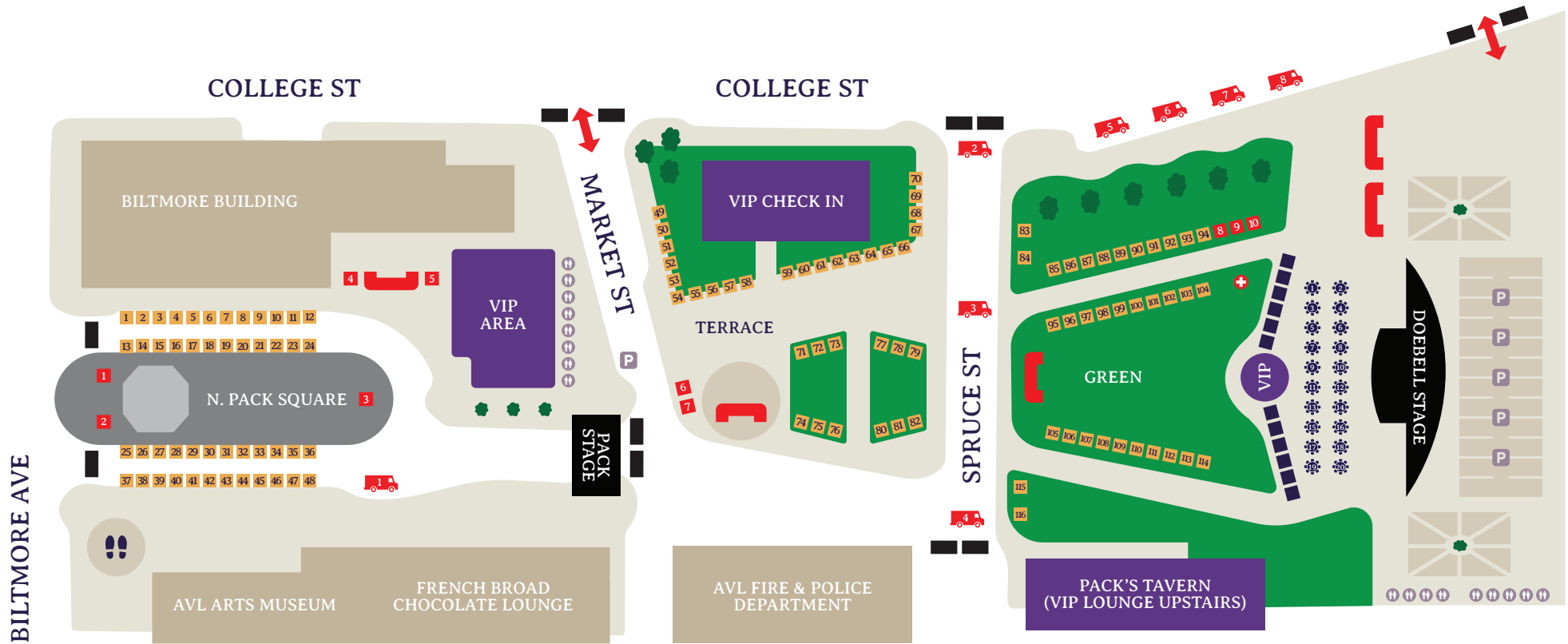
- Sponsorship opportunity for alcohol-based brands to have product sold and advertised at event
- 10x20 Vendor space onsite
- Company recognized during stage announcements
- Social media promotion
- Access for 10 to dedicated VIP onsite areas
- Logo recognition on event signage, posters, website, print ads, and other collateral













FESTAVL MAP

PACK SQUARE PARK

80 COURT PLAZA, ASHEVILLE, NC 28801

BOOMTOWN ARTS & HERITAGE FESTAVL



-  CREDENTIAL ONLY ENTRANCE/EXIT
-  MEDICAL TENT
-  BARRICADE
-  FOOD TRUCK
-  CREDENTIAL ONLY PARKING
-  FOOD TENT
-  10X10 TENT
-  PORTAJOHNS
-  BEVERAGE STATIONS
-  ASHEVILLE SYMPHONY CHAIRS (9/6 ONLY)
-  ASHEVILLE SYMPHONY TABLES (9/6 ONLY)
-  ASHEVILLE BY FOOT WALKING TOURS CHECK IN



39 S. Market St,
Asheville, NC 28801



101 Biltmore Ave,
Asheville, NC 28801

An aerial night photograph of a festival. A large crowd of people is gathered on a stage area, illuminated by stage lights. In the background, there are several tents and structures. The scene is framed by a white rounded rectangle.

THANK YOU

CONTACT US FOR MORE INFORMATION:

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Visit our website
WWW.BOOMTOWNFESTAVL.COM

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