



DOWNTOWN NEWTON
SATURDAY, OCTOBER 5
10 AM - 4 PM



**a little
something
for everyone!**

- ★ artwork from renowned folk artists
- ★ artist demos
- ★ hands-on art activities for kids
- ★ live music
- ★ great food from local restaurants & food truck vendors
- ★ beer garden



DOWNTOWN
NEWTON



WHAT IS FOLK ART?

Typically, folk art features artistic works — paintings, sculpture, pottery, basketry, and utensils — produced typically in cultural isolation by formally untrained artists or artisans of varying degrees of skill. The mission of the Foothills Folk Art Festival is to celebrate contemporary folk art, both locally and regionally, while maximizing the benefits to Downtown Newton both economically and culturally. The composition of the event exemplifies true, self-taught art depicting everyday life or items. Foothills Folk Art Festival features themed artwork intensely influenced by and displaying the spirit of folk, visionary, and outsider art. Additions to this festival are aimed at elevating the experience of attending such an art event.

EVENT OVERVIEW

A partnership between Downtown Newton Development Association and Hickory Museum of Art, the award-winning Foothills Folk Art Festival is a juried, folk-art themed show held in Downtown Newton, NC on the first Saturday in October. The 2017 Festival was recognized as Special Event of the Year at the N.C. Main Street Awards Ceremony in March, 2018 and Hickory Daily Record's 2018 Festival of the Year for Catawba County. This year's festival will be 10 a.m.-4 p.m. Saturday, October 5. Admission to the festival is free. Visitors have the opportunity to purchase a wide variety of folk art directly from approximately 100 artists who come to Newton from throughout the southeast. In addition, there are artist demonstrations, live music, food vendors, beer gardens, and other special activities.

DEMOGRAPHICS

The family-friendly festival is expected to draw 18,000-20,000 people, based on previous counts. In addition to Catawba County residents, past years' attendees have come from surrounding counties and states. The combination of beautiful Downtown Newton with unique one-of-a-kind creations by talented contemporary folk artists is a great way to educate festival-goers about creative self-taught artists, Hickory Museum of Art, and Downtown Newton as a destination.

COMPREHENSIVE MARKETING PLAN

Paid advertising in local publications as budget permits; press releases in local newspapers such as Hickory Daily Record, Observer News Enterprise, Focus Weekly; on-line promotion through the Foothills Folk Art Website (www.foothillsfolkartfestival.com), statewide event calendars, and social media; local signage/banners strategically placed around Catawba County; and printed fliers, rack cards, posters, and email blasts to targeted audiences.

2019 SPONSOR OPPORTUNITIES & BENEFITS



WHY SPONSOR?

Both the Downtown Newton Development Association (DNDA) and the Hickory Museum of Art (HMA) serve the community as 501c3 nonprofit organizations. This event allows both organizations to raise funds and then split the proceeds and provide services within the scope of their respective mission.

The DNDA's mission is to cultivate entrepreneurship and mixed used development embracing cultural, visual, and performing arts along with preserving the history of downtown Newton thus creating a safe and active family lifestyle. The organization provided entrepreneurial support to many of the 160+ business downtown due to the proceeds of this event. The Foothills Folk Art Festival is the only fundraiser for the DNDA and those funds have assisted in extended marketing during the streetscape project along with building the foundation for a revolving loan fund to assist entrepreneurs with downtown business investment. The DNDA embraces an underserved population and encourages downtown participation and investment from all pockets of our city. The festival is one way of encouraging involvement from all of the citizens along with opening the doors for others to experience the quaint ambiance of Downtown Newton.

HMA's mission is "to bring people together and inspire creativity through the power of art." Since its founding in 1944, HMA has been a cornerstone of this community's arts and cultural scene. As an American Alliance of Museums accredited institution, HMA meets the highest standards of museum management while serving around 35,000 people annually through onsite visits, tours, classes, events, and community programming. HMA's services revolve around their changing exhibitions and related programs.



They do not charge an admission fee for their galleries, and scholarships are available for all HMA classes and workshops. HMA's educational programs include school group tours, homeschool classes, summer camps, scout programs, after school art enrichment classes, preschool outreach programs, programs at local libraries, studio art classes, and gallery talks that focus on current exhibits. They also provide artist talks

and "meet the artist" receptions along with on and off-site educational programs and tours for community, regional, and statewide groups as requested.

The festival charges the artists a very modest entry fee and does not take any proceeds from the sale of their art. The mission of the Foothills Folk Art Festival is to celebrate Contemporary Folk Art, both locally and regionally while maximizing the benefits to Downtown Newton both economically and culturally. The composition of the event should always exemplify true self-taught art depicting everyday life or items with no training, guidance, or instruction of the artist. Additions to this festival should elevate the experience of attending such an art event. With this mission, both organizations are making a commitment to maximize the experience for the artist and the customer. That is why your sponsorship is so critical to the ongoing success of the event, it is not income producing by way of artists or vendors and never will be. We rely upon sponsors to cover the cost of production and we take your sponsorship proceeds and utilize them for the mission of both organizations to better Catawba County.

In addition to promoting the arts, community building, and the economic impact of the festival for this region, each festival sponsorship comes with valuable marketing opportunities for your company. Sponsors receive access to thousands of participants during the event, with additional radio, print, and digital promotions over the course of several months and multiple markets depending on your selected sponsorship level. Please see the chart on the next page for full details on each of our sponsorship level offerings.



2019 SPONSOR OPPORTUNITIES & BENEFITS



PRESENTING SPONSOR \$10,000

- Only ONE Available
- Foothills Folk Art Festival in Downtown Newton Sponsored by [Your Company's Name]
- Featured on Main Festival Welcome Banner, Billboard & All Printed Materials
- Featured on Front Page of Festival Webpage
- Front Page Listing in 2,500+ Festival Maps
- Premier Space Available at Festival
- First and Most-Dominate Listing on Festival T-Shirt
- Behind-the-Scenes Thank You Event
- Choice of Private Tour, Meeting, Corporate Retreat Space, or Company Family Day at Hickory Museum of Art



PRODUCING SPONSOR WITH BANNER \$5,000

- Music Stage, Kids Art, Beer Garden, Food Area, or Folk Art in Schools Project
- Listing on Sponsor Page & in 2,500+ Festival Maps
- Premier Space Available at Festival
- Listing on Festival T-Shirt



SUPPORTING SPONSOR \$2,500

- Listing in 2,500+ Festival Maps & Webpage
- Individual Banner at Festival Site with Space Available
- Listing on Festival T-Shirt



FESTIVAL DONOR \$1,000

- Listing in 2,500+ Festival Maps & Webpage



HMA and DNDA are 501(c)(3) organizations. Donations are tax deductible to the fullest extent of the law.

2019 SPONSORSHIP REGISTRATION



YES, WE WILL SPONSOR THE FOOTHILLS FOLK ART FESTIVAL IN DOWNTOWN NEWTON AS A:

_____ \$10,000 Presenting Sponsor

_____ \$5,000 Producing Sponsor with Banner

_____ \$2,500 Supporting Sponsor

_____ \$1,000 Festival Donor

- Please return this form to Hickory Museum of Art or the Downtown Newton Development Association at one of the following options:

Fax: 828-327-7281 | Email: ksmith@hickoryart.org | Email: sjohnson@newtonnc.gov
 Mail: PO Box 550, Newton NC 28658

- Please send a high-resolution file (.JPG/.EPS/.GIF/PNG) of your company's logo via email to HMA Communications & Design Manager at DReed@HickoryArt.org

CONTACT INFORMATION

Your Name: _____

Additional Contact Person: _____

Organization's Name (as it should be listed): _____

Mailing Address: _____

Phone: _____ Email: _____

PAYMENT METHOD

Amount: \$ _____ Check Enclosed: _____ (CC) VISA _____ MC _____ AMEX _____

CC#: _____ - _____ - _____ EXP: _____ - _____ SEC# _____ Billing Zip Code: _____

Please make check payable and mail to:

Foothills Folk Art Festival
PO Box 550
Newton, NC 28658

