

HOLLERPALOOZA 2016

SPONSORSHIP REQUEST FORM

What is Hollerpalooza?

The time is almost upon us again. Since 2006, Happy Hollerpalooza has been a wildly successful yearly event. This free, family friendly street fair aims to bring the community north of downtown Knoxville closer to their local businesses and organizations while letting the rest of Knoxville get to know the magic of the Happy Holler area. Featuring entirely local artisans, crafters, musicians, food trucks and more, the stretch of North Central Street between Baxter Ave and Scott Ave will have something for everyone. The last Hollerpalooza hosted over 6,000 people throughout the day of the event. We aim to make this year even bigger and better!

The 2016 fair will be held on Saturday, October 22 from 12pm to 5pm. N Central Street will be closed from Baxter Ave to Scott Ave from 9am until 6pm.

Why support this event?

It's an excellent opportunity to establish a foothold with a great new event that brings together friends who share a passion for the North Knoxville Community and businesses.

Your sponsorship is tax deductible, supporting Historic Happy Holler, a non-proffitt 501(c)3.

Wanna know more about the Event?

When: Saturday, October 22, 2016 Noon-5:00pm

Where: North Central Street, Knoxville, TN 37917

Road closure from Baxter Ave to Scott Ave

Admission: Free

Age: All ages are welcome to enjoy the music, food and crafts local vendors have to offer

Parking: Street parking available.

Pets: Pets are allowed on a leash at all times

Weather: This is a Rain or Shine event.

Food: Food trucks and carts will be parked in the Three Rivers parking lot

Entertainment: Bands are scheduled to play from Noon until 5:45. Final line up will be provided two weeks before the event.

Safety: Off duty police and medics will be present for any unforeseen incidents

The Friends of Happy Holler would love nothing more than to build a team of sponsors who love the area and want to contribute to the redevelopment of the community.

Sponsorship Levels include:

Neighbor ~ \$100

- ❖ Business name on posters, fliers and event Facebook page

Bronze Sponsors ~ \$500

- ❖ Business name on posters, fliers, print advertising and event Facebook page

Silver Sponsors ~ \$1,000

- ❖ Business logo on posters, fliers and print advertising
- ❖ Business name on event Facebook page
- ❖ Thank you post highlighting you business
- ❖ Opportunity to setup table to promote business or organization at the event

Gold (Presenting) Sponsor ~ \$5,000

- ❖ Prominent placement of business logo on posters, fliers and print advertising
- ❖ Provided banner hung at stage
- ❖ Business name listed on event Facebook page
- ❖ Two thank you posts highlighting your business on event Facebook page prior to event
- ❖ Opportunity to setup table to promote business or organization at the event
- ❖ Verbal recognition from entertainment stage before and after each act

Interested in becoming a Sponsor? Contact the Sponsorship Committee today!

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