



Chattanooga's

Fairy & Folk

Festival

Sponsorship Information

May 24th-25th, 2025

Contact

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900 N Sanctuary Rd

Chattanooga, TN 37421

Introduction

During the last weekend of May, we host our annual family-friendly festival with activities for participants of all ages. The cornerstone of the event is our fairy-house building contest, but we also host craft vendors, food trucks, and other fairy-themed games and crafts. 2024 was our third year for this festival and it garnered record attendance, excellent press coverage, and wonderful feedback from attendees.

All proceeds benefit the preservation and educational programs of the Chattanooga Audubon Society.

Our Organization

- 501(c)3 Non-Profit
- Founded in 1944, Chattanooga's oldest land conservation organization
- Our main property, Audubon Acres offers 5 miles of hiking trails over 130 acres on South Chickamauga Creek.
- Audubon Acres is a Trail of Tears Historic Trail Site
- Protects over 500 acres of wildlife habitat across Hamilton County
- Has a rich history of indigenous people groups including the Napochi and Cherokee people. Our archeology museum showcases this history and many artifacts.

Our Mission

To educate and promote an understanding of the responsibility to preserve and protect our environmental, cultural, and historical resources through programming and stewardship

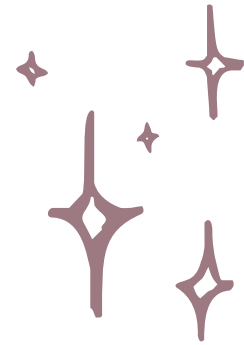


About The Event

Chattanooga's Fairy & Folk Festival is a family-friendly event that has gotten bigger and better year after year! This is only the third year for this whimsical event, but promises to be our best year yet.

Attendees can create their own fairy crowns, wands, and houses, meet fairies and mermaids, explore the magical forest trails, and judge the Fairy House Building Competition.

With a focus on whimsy and the magic of nature, we create an exhilarating environment where folks can interact with the extraordinary. This year we are focusing on creating an even more interactive event. Additionally, we hope to showcase lore and myths of many cultures to create a beautifully diverse event.



2024 Event Highlights

New "Fairies of the World"
Trail

1,000+ Visitors in 2024
despite rain delays

27 Vendors, demonstrators,
non-profits, and food trucks

13 performances

Benefits for Sponsors

A person wearing a headband with a clothespin and a small plant, blowing bubbles. The image is in grayscale and serves as a background for the text.

Impact

Your sponsorship allows us to keep this festival low-cost and accessible while adding new and exciting elements. In 2025 we hope to include a digital photobooth where attendees can take photos that are sent to their phone, allowing them to have free high-quality memories from the festival. Additionally, we'd like to include free "unicorn" rides, a free mermaid paddle, and have a performance stage with local artists and storytellers.

Exposure & Media Coverage

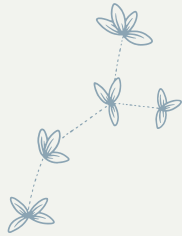
Your company will be introduced as a supporter of CAS to not only our 1500+ members and 10k+ social media followers, but to the thousands of attendees we are expecting. Our main attendees are families with school-aged children and adults interested in the fantastical/whimsical realms and cosplay.

Press & Engagement

Last year our festival received excellent coverage in local news outlets and we expect that same coverage again due to our incredible relationship with multiple news outlets. By setting up a booth, it provides a chance for your company to create an interactive and engaging moment with potential customers.

The Details

Chattanooga Audubon's Reach



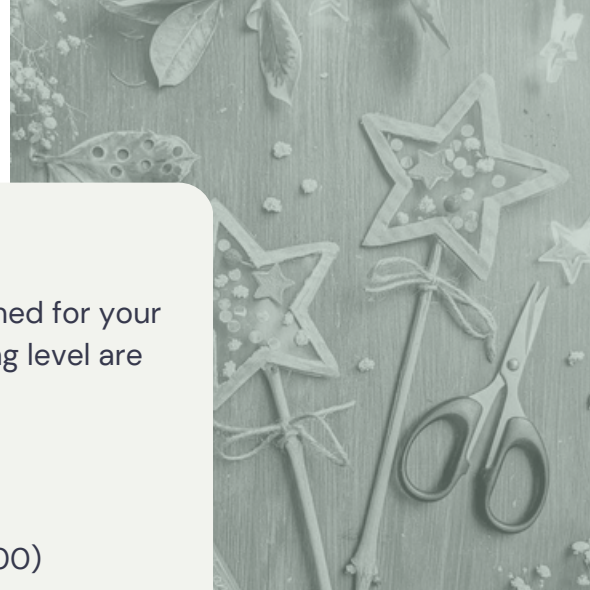
- 1500+ Chattanooga Audubon Society members
- 6,000+ emails on our mailing list
- 10,000+ social media followers

Naming Opportunities

There are several festival stations that could be named for your business. All marketing benefits at the corresponding level are included in the naming opportunities.



- Kids' craft stations (\$1000)
- Free unicorn rides for all event attendees (\$3000)
- Our mainstage performances (\$5000)
- Free photobooth that sends photos directly to attendees' phones (\$2300).
- Mermaid grotto (\$2000)
- Fairy Forest Trail (\$800)



General Sponsor Packages

Chattanooga's

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Festival

(1) 10x10 booth space, your logo on the festival program, mentions on our social media platforms, your logo on our website, and your logo alongside the logos of other sponsors on a 36x24 inch yard sign. Sign located at the entrance to the festival.

\$250

(1) 10x10 booth space

Your logo on the festival program, mentions on our social media platforms, and your logo on our website

2 tickets to the festival

Your logo alongside the logos of other sponsors on a 36x24 inch yard sign. Sign is located at the entrance to the festival

\$500

(1) 10x10 booth space

Your logo on the festival program, mentions on our social media platforms, and your logo on our website

5 tickets to the festival

Your logo on the back of the staff and volunteer t-shirts

Your logo alongside the logos of other sponsors on a 36x24 inch yard sign. Sign is located at the entrance to the festival

\$1,000

General Sponsor Packages



(1) 12x12 booth space

(1) 36x24 inch yard sign with your logo. Sign will be next to the activity, event, or area made possible by your donation

10 tickets to the festival

Your logo on the back of the staff and volunteer t-shirts

Your logo on the festival program, mentions on our social media platforms, and your logo on our website

\$2,000



(2) 12x12 booth spaces

(2) 36x24 inch yard signs with your logo. Sign will be next to the activity, event, or area made possible by your donation

20 tickets to the festival

Your logo in a prominent spot on the back of the staff and volunteer t-shirts

Your logo on the festival program, mentions on our social media platforms, and your logo on our website

\$4,000

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Thank you!

Thank you for considering this partnership opportunity. We look forward to the possibility of working together to make Chattanooga's Fairy & Folk Festival a resounding success!

We would appreciate the opportunity to discuss this proposal further, answer any questions, or explore a tailored sponsorship package that aligns with your business goals.

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