



Chattanooga's

Fairy & Folk

Festival

Sponsorship Information

May 23rd-24th, 2026

Contact

fairyandfolk@chattaudubon.org

423-892-1499

chattanoogaudubon.org

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. 2025 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

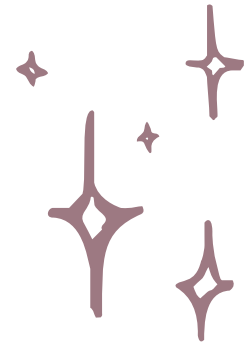


About The Event

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

Attendees can meet fairies and mermaids, explore the magical forest trails, shop our vendor village for whimsical items, and be a judge in our fairy house making 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.



2025 Event Highlights

Incredible press and
reception

1,000+ attendees

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

13 performances

****Please note** The rain date of this event will be June 6 & 7, 2026**

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 2026 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

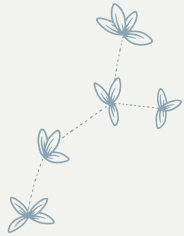
Your company will be introduced as a supporter of CAS to not only our 1500+ members and 10k+ social media followers, but to the thousands of attendees we are expecting. Our main attendees are families with school-aged children and adults interested in the fantastical/whimsical realms and cosplay.

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)
- Our mainstage performances (\$5000)
- Free photobooth that sends photos directly to attendees' phones (\$2300).
- Mermaid grotto (\$2000)
- Fairy Forest Trail (\$1000)



General Sponsor Packages

Chattanooga's

Fairy & Folk

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.

\$500

(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

\$1,000

(1) 10x10 booth space

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

4 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

\$1,500

General Sponsor Packages

Chattanooga's

Fairy & Folk

Festival



(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

6 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

10 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

Chattanooga's

Fairy & Folk
Festival

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.

Contact

fairyandfolk@chattaudubon.org

423-892-1499

chattanoogaaudubon.org

900 N Sanctuary Rd

Chattanooga, TN 37421