



# **BA CON**

BACON | MUSIC | BACON | CRAFTS | BACON | ACTIVITIES | BACON

## **BE A PART OF THE 2020 FESTIVAL!**

In its first two years, the Cleveland, TN Bacon Festival has reached over 4 million people on Facebook alone. It has become one of the biggest events in Bradley County. The move to Tri-State Exhibition Center has taken mother nature out of the picture and created an amazing rain or shine event for vendors and sponsors. We are again, projecting more than 10K people to be in attendance.

**We would be honored for you to partner with us on this hugely successful event.**

## **PARTNERSHIP OPPORTUNITIES**



**APRIL 18, 2020  
TRI-STATE EXHIBITION CENTER  
CLEVELAND TENNESSEE**

Telephone: 423.584.3513



Email: [partners@gatherupevents.com](mailto:partners@gatherupevents.com)

# ABOUT THE FESTIVAL

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BaCON! is a family friendly community event that celebrates all things bacon with side orders of music, games, activities for all ages, and shopping. It is not an exaggeration to say that this has become a prolific event for Cleveland and Bradley County. In it's first two years we have seen an overwhelming response. Here are the numbers for the first 2018- and 2019:

- ♦ Facebook Reach: >4M people
- ♦ Facebook Event Attendance Interest: >64K people
- ♦ Actual Attendance: 30K-33K people in Attendance
- ♦ Vendor Attendance: 361 Vendors (78 Food)
- ♦ Bacon Items on Menu: 353 Bacon Items

Although the event is only approaching its 3rd year it has seen a lot of changes. In 2020, we will carry forward all the elements that has made BaCON a "must-attend" event while making the most of the opportunities that have presented themselves in the prior years. We will again be mostly protected from the weather inside Tri-State's enormous covered arenas. We will also be expanding our activities and adding new games and contests.

**With your participation, BaCON III will be an event to be enjoyed by thousands upon thousands of attendees and an excellent opportunity for your company to connect with all of them.**

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# PARTNERSHIP OPPORTUNITIES

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## **Presenting Partner: \$5,000**

Primary branding on all main banners at the event, multiple social media mentions, as well as predominate inclusion and linking on the event website and on most advertising, print & broadcast media.

## **Stage and Entertainment Partner: \$2,500**

Exclusive branding on stage banner, social media mentions, as well as an inclusion with link on the event website and, where reasonable, in advertising, print & broadcast media.

## **Experiential Marketing Partner: \$1,500**

Get an area big enough to make a huge impact. You will get up to a 600 sq ft to share who you are with the thousands of festival visitors, social media mentions, as well as an inclusion with link on the event website and, where reasonable, in advertising, print & broadcast media.

## **Gold | Axe Throwing Partner: \$1,000**

Naming rights and branding on the attraction with multiple banners and yard signs at the event, social media mentions, and inclusion with link on the event website. Booth space in the vendor area if desired.

## **Gold | Bull Riding Partner: \$1,000**

Naming rights and branding on the attraction with multiple banners and yard signs at the event, social media mentions, and inclusion with link on the event website. Booth space in the vendor area if desired.

## **Gold | Kid Zone Partner: \$1,000**

Naming rights and branding on the attraction with multiple banners and yard signs at the event, social media mentions, and inclusion with link on the event website. Booth space in the vendor area if desired.

## **Silver | Contest Partners: \$500**

Naming rights and branding on chosen contest at festival with website link and social media mention.

## **Bronze | Community Partners: \$ 250**

10X10 vendor booth in a prime location inclusion on website with link and social media mention.

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## PARTNERSHIP PACKAGES



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Thank you for your interest in the BaCON Festival. With your help we hope to make it an amazing introduction to thousands of new visitors to Cleveland and a great day at Tri-State for our entire community!

	BRONZE	SILVER	GOLD	MARKETING	STAGE	PRESENTING
<b>Presentation Level Benefits</b> BaCON, Presented By "YOU!" will be included with logo on marketing materials					✓	✓
<b>Experiential Marketing Mega-Space</b> Up to a 600 sq ft to share who you are and what you do with festival visitors				✓		✓
<b>Named Attractions</b> Your logo on or at entrance of attractions (i.e. Main Stage, Kid Zone, Bull Ride, etc.)			✓	✓	✓	✓
<b>Live Mentions on Stage</b> Give us a written copy of what you want said about your company			✓	✓	✓	✓
<b>Logo Mark on Printed Advertising/Banners</b> Depending on partnership level, your logo will be included on marketing materials		✓	✓	✓	✓	✓
<b>Bacon Festival Merchandise Packages</b> Each package contains a \$25 gift certificate for use in our merchandise tent		2	4	6	12	12
<b>Prime Booth Space</b> You will have a reserved spot in a high traffic, high visibility area	10x10	10x10	20x10	30x20	20x20	20x20
<b>Social Media Mentions and Website Link</b> Social media mentions on the Facebook page, Twitter and on event website	✓	✓	✓	✓	✓	✓
	\$250	\$500	\$1,000	\$1,500	\$2,500	\$5,000



**EVEN MORE  
WAYS TO  
PARTICIPATE  
WITH  
BACON!**

**IN-KIND DONATIONS:** We gladly accept anything we can use in the execution of this event (i.e. water, food, fencing, canopies/tents, shopping bags, waste systems, etc..)

**VOLUNTEERING:** We also accept individuals or groups that want to volunteer to work with us during setup, administration, and cleanup.

Telephone: 423.584.3513



Email: [ppointmeenss@greattheerupperweentss.com](mailto:ppointmeenss@greattheerupperweentss.com)

# MEDIA SPONSORS

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## TELEVISION

WTVC

WDEF

WRCB

WTNB

## RADIO

US101

NEWSPAPER  
CHATTANOOGA  
TIMES FREE  
PRESS

CLEVELAND  
DAILY BANNER  
ACCESS ATLANTA

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GATHER UP EVENTS IS A MEMBER OF  
**CLEVELAND CHAMBER OF  
• BRADLEY COMMERCE**  
T E N N E S S E E



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