



BACON

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

BE A PART OF THE BACON FESTIVAL!

The Bacon Festival has reached over millions of people on Facebook alone. It has become one of the biggest events of any kind in Bradley County and one of the largest bacon festivals in the US. The Tri-State Exhibition Center has made for a wonderful venue as it has taken mother nature out of the picture and created an amazing rain or shine event for attendees, vendors, and sponsors. We enjoy all the charm of an outdoor event without the fear of rain ruining the day.

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

PARTNERSHIP OPPORTUNITIES



**TRI-STATE EXHIBITION CENTER
CLEVELAND TENNESSEE**

Telephone: 423.584.3513



Email: partners@gatherupevents.com

ABOUT THE FESTIVAL

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 rough average numbers for the event:

- Attendance: 8,000K
- Vendors: 150+ Vendors (50 Food)
- Bacon Offerings: 200+ items

Although the event is still young be founded in 2018, it has seen a lot of changes. Each year 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. Regardless, we will always protect the core elements that make the event so popular. We will serve tons of bacon dishes from hand selected food vendors. We will have a large number of non-food vendors and sponsors. We will always create a fun and engaging area for kids to play. We will have live entertainment throughout the day. And, we will have games and activities for adults.

With your participation, this year's BaCON 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.





PARTNERSHIP OPPORTUNITIES

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 | 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.



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



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