

CLE's Fifth Annual

HIGHLANDS

PORCEFFEST



2025

**Sponsorship
Opportunities**

FREE

to attend!

**live
music**

**21
SEPT
2025**





WHAT IS PORCHFEST?

Highlands Porchfest is a **FREE TO ATTEND** music event for our community, organized and presented by the Highlands-Cashiers Center for Life Enrichment (CLE) each year. This year, the festival will take place on Sunday, September 21 from 1:00 - 6:00 PM.

Approximately 30 musicians from every genre will perform live at various Highlands businesses.

CLE is a non-profit organization that has been serving the plateau for over 32 years. CLE delivers opportunities for life gratification and enrichment through education lectures presented by well-informed scholars, fine culinary experiences, music and entertainment, art and hobby workshops, and travel opportunities.

OUR GOALS:

- Support local and regional musicians showcasing their talents to the community.
- Support local businesses and boost local revenue by hosting musicians at various businesses. Advertising opportunities via sponsorships give local businesses excellent exposure.
- Encourage diverse and inclusive community culture by engaging musical and attendance participation for ALL demographic groups in our community.
- Keep it **LOCAL**: Porchfest is organized by CLE's board, staff, and volunteers. No outside event producers or marketing agencies are commissioned. Vendors are hired locally whenever possible.

CLE can only bring Porchfest to our community, free of charge, because of generous donations and sponsors from our community. All sponsorships and in-kind donations are tax deductible because CLE is a 501(c)3 organization. Any proceeds from this Porchfest event will fund future community enrichment programs through CLE.



2025 SPONSORSHIP PACKAGES

HEADLINER SPONSOR

Contribution: \$10,000

(Exclusive Tier)

- Premier logo placement on full-page Porchfest ad in 3 issues of The Laurel Magazine
- Two **5' x 10' banners**: one at Founders Park Main Stage, one at The Bascom
- **Full Back Cover Ad** in Festival Guide (5.5" x 8.0")
- Top-tier listing with link on Porchfest website
- Biweekly social media promotion

MUSIC AMBASSADOR

Contribution: \$2,500

- Logo or name in 3 issues of The Laurel Magazine
- **Half-page ad** in Festival Guide
- Website listing with link
- Monthly social media promotion

MAIN STAGE SPONSOR

Contribution: \$5,000

- Logo or name in 3 issues of The Laurel Magazine
- **2' x 5' banner** at a venue of your choice, excluding Founders/Bascom
- **Half-page ad** in Festival Guide (5.5" x 4.0")
- Website listing with link
- Social media promotion every 3 weeks





2025 SPONSORSHIP PACKAGES

SOUNDS OF THE COMMUNITY

Contribution: \$1,000

For Businesses:

- Logo or name in 3 issues of The Laurel Magazine
- **Quarter-page ad** in Festival Guide (2.75" x 4.0") *businesses only*
- Social media promotion every 8 weeks *businesses only*
- Website listing

For Individuals:

- Festival Guide & website listing, name in October Laurel Magazine ad

LOCAL HARMONY

Contribution: \$750

- Logo or name on full-page Porchfest ad in 2 issues of The Laurel Magazine
- **2' x 5' banner** at one hosting venue (excluding Founders/Bascom/Town Square)
- Listed as **Venue Sponsor** in Festival Guide
- Recognition on social media

BACKYARD BEAT

Contribution: \$500

- Logo or name in 1 issue of The Laurel Magazine
- **Business card-size ad** in Festival Guide (2.75" x 2.0")
- Website listing with link
- Recognition on social media

PERFORMER SPONSOR

Contribution: \$300

- Listed as a **Performer Sponsor** in the Festival Guide & website

LINER NOTES

Contribution: \$250

- **2.75" x 2.0" ad *(businesses only)** in the 32-page Festival Guide/website listing (*Perfect for businesses seeking visibility without a full sponsorship.*)

FAN FAVORITE

Contribution: \$100

- Name listed on Porchfest website and in Festival Guide



LOCAL SPOTLIGHT SPONSOR **(FOR HOSTING VENUES ONLY)**

CONTRIBUTION: \$500

WHAT DOES IT MEAN TO BE A HOSTING VENUE?

As a **Local Spotlight Sponsor** (aka Hosting Venue), your business will host 3 live musical performances between 1 PM and 6 PM right at your location. Our team will match you with talented musicians who will draw crowds to your space and create an unforgettable vibe.

SPONSORSHIP INCLUDES:

1. Guaranteed Performances

Three different musicians/bands will perform at your location throughout the event. Each set will run 45–60 minutes, with breaks in between.

2. Printed Promotion

Your business name, address, and logo featured in:

- The official Porchfest brochure/map (distributed widely pre-event and the day-of)

3. Online & Social Media Visibility

- Promotion on Porchfest social media channels
- Business listing on the Porchfest website with links
- Tagged in photos and video recaps of the event

4. Signage & Recognition

- Event-day signage showing your sponsorship and venue name
- Musicians will shout out your business before their set

5. Community Impact

- Be seen as a supporter of local music and arts
- Draw new foot traffic and potential customers



READY TO HOST?

Spots are limited and fill fast! Contact Meg Stevens or Audra Bullard to secure your spot as a hosting venue today!

meg.stevens@clehighlands.com
office@clehighlands.com
(828) 526-8811



SPONSORSHIP AGREEMENT FORM

To complete your sponsorship, please fill out this form, call (828) 526-8811, or visit our website: highlandsporchfest.com

- ☐ Please make checks payable to:
Center for Life Enrichment PO Box 2046 Highlands, NC 28741
- ☐ For donations via credit card:
Call (828) 526-8811 or visit highlandsporchfest.com

Company or Donor Name

Sponsorship Package

Contact Person

Phone

Email

Mailing Address

Website (if applicable)



Social Media (if applicable)

THANK YOU FOR YOUR SUPPORT!

(For those receiving ad space, our team will reach out to you at the provided email with ad specs and art deadlines.)

