

Festival of Trees



KGB Golf Classic



**HOW CAN
YOU HELP?**



GREENE COUNTY PARTNERSHIP
CHAMBER OF COMMERCE

26th Annual Iris Festival



Youth Leadership



SPONSORSHIP OPPORTUNITIES

2021 SPONSORSHIP OPPORTUNITIES FOR PARTNERSHIP MEMBERS

Throughout 2021 there will be several opportunities to sponsor Partnership activities and programs. Member sponsorships not only help defray the cost of the events, they are an integral part of your 2021 marketing plan, resulting in invaluable exposure to Partnership members and the public.

If you would like to sponsor any of the following events during the coming year, please mark the events you are interested in by checking the accompanying box and return the form to the Partnership as soon as possible.

- 26th ANNUAL IRIS FESTIVAL** – Having won the prestigious Northeast Tennessee Tourism Association's Pinnacle Award and been named one of the top 20 events in the Southeast, the Iris Festival is fast becoming one of the area's most outstanding arts/crafts shows. Held in May, it features entertainment and a wide variety of foods, as well as arts and crafts. Levels of sponsorship are available, ranging from \$250 to \$2,500.
 - **3K IRIS WALK** - Proceeds from this event are used to support Keep Greene Beautiful programs. Sponsorships are available, ranging in price from \$100 to \$1,000.
- BOO FEST** - This inaugural event, held in historic downtown Greeneville, will take place in October. The event will feature on stage entertainment, a wide range of food options, arts and crafts, and more. Sponsorships are available from \$250 to \$2,500.
 - **HALLOWEEN HUSTLE 3-MILE WALK** – Proceeds from this event are used to support Keep Greene Beautiful programs. Sponsorships are available, ranging in price from \$100 to \$1,000.
- ANNUAL MEETING** – Held in March, the all Virtual Annual Meeting features updates, presentation of awards to local businesses and/or individuals for contributions to the Partnership and the community and recognition of board members. Sponsorship: \$275.
- INDUSTRY APPRECIATION EVENT** – The GCP hosts a special event in October to recognize local industries for their contribution to the community. Special invitations go out to all management teams of local industries, and Partnership members who sponsor will also receive invitations. Sponsorship: \$500.
- 27th ANNUAL GCP GOLF “SHOOT-OUT”** – This event, one of the most successful in East Tennessee, is publicized all over the region and draws many prominent residents and business people. Sponsorship includes a listing for your business in our promotional brochure, which is sent to approximately 1,000 businesses, signage on the course, and inclusion in media announcements. Title sponsorship: \$1,500; Luncheon sponsorship: \$750; Contest sponsorship: \$250; Hole sponsorship: \$175.
- FARM-CITY BANQUET** – Once a year, the Agribusiness Committee of the Partnership holds this event to bring together farmers and business people in the community. Sponsorship: \$175.
- BUSINESS AFTER-HOURS** – Quarterly social event designed as a marketing tool for members. Sponsors pay for the mailing cost of invitations and provide hors d'oeuvres or refreshments of their choice.
- MEMBERSHIP BREAKFAST** – One of the Partnership's most popular activities, breakfast sponsorships are booked months in advance. The cost of sponsorship to members includes the mailing of invitations and the cost of the meal, either a continental or full breakfast.

- GREENE COUNTY YOUTH LEADERSHIP** – These sponsorships are used to cover costs for program events such as the annual retreat, the Nashville trip meals, et cetera. Sponsorships start at \$500.
- EDUCATION & WORKFORCE DEVELOPMENT** – Education & Workforce Development is a link between industry and local schools that develop programs to better prepare students for entering the local workforce. Monies from these sponsorships are used solely for the operation of the program.

KEEP GREENE BEAUTIFUL SPONSORSHIP OPPORTUNITIES

- PARTNERS FOR A CLEAN COMMUNITY** – Greeneville and Greene County businesses, industries, churches, clubs, non-profits, students, families and individuals have the opportunity to become partners in litter education, continue litter free events, litter pickups and beautification projects. Memberships are available at costs ranging from \$5 to \$1,000 and above.
- GREAT AMERICAN CLEANUP** – Nationwide initiative promoted locally by Keep Greene Beautiful; runs from March to May. Numerous cleanups, beautification efforts and educational endeavors held in conjunction with the observance. Sponsorship: \$250.
- KGB GOLF CLASSIC** – Held in August, the proceeds from the tournament are used to fund KGB programs. Sponsorship includes listing in the promotional brochure that is mailed throughout the region, signage at the tournament and promotion through media releases. Title sponsorship: \$1,500; Corporate sponsorship (hole sponsorship and four-man team): \$500; Hole sponsorship: \$100.
- CONSERVATION CAMP GREENE COUNTY** – During this two-day camp, hundreds of local students are educated on geology, fossils, animal habitat, tree identification, water quality, recycling, forest protection and native wildlife. Sponsorships start at \$250.
- SANITATION APPRECIATION BREAKFAST** – Through this event, Keep Greene Beautiful recognizes city and county sanitation workers for their hard work keeping Greene County beautiful and litter free. Sponsorship: \$250.

TOURISM SPONSORSHIP OPPORTUNITIES

- TOURISM FESTIVAL OF TREES** – Through this fundraising event, Tourism provides a wide variety of decorated trees, wreaths and centerpieces for purchase by the public through a week-long silent auction. Sponsorship: \$500.
- ANNUAL SPORTS COUNCIL LUNCHEON** – A fundraiser for the Tourism Sports Council, this annual luncheon features a prominent regional sports figure as speaker, and proceeds assist in promoting and recruiting sporting events to the community. Sponsorships: \$250 and \$500.
- NATIONAL JUNIOR COLLEGE ATHLETIC ASSOCIATION'S DIII WORLD SERIES** – This national event hosts teams from across the United States for five days of championship baseball. The event takes place at Pioneer Park on the campus of Tusculum University and also includes a Kids' Day program. Sponsorships: \$500 up to \$5,000.
- "HIGH TOPS TO HIGH HEELS" WOMEN IN SPORTS & TOURISM LUNCHEON** – A celebration of women in the two main economic drivers in Greeneville and Greene County, this luncheon features female speakers from the sports and tourism professions. The event will also honor two deserving nominees for their work and dedication. Sponsorships: \$250-\$1,000.

- ANTIQUE APPRAISAL FAIR, SHOW & VINTAGE MARKET** – This event, winner of NETTA's Pinnacle Award and the Southeast Tourism Society's Top 20 Events, makes antique appraisers available to the general public at a minimal cost. It also showcases local antique stores, museums and historical attractions. Sponsorship cost: \$250 & \$500.
- WINGS AND WHEELS** - Aviation tourism is on the rise. Be a part of the Wings and Wheels aviation event and car show to be held at the Greeneville Municipal Airport. Sponsorships are available from \$250 to \$1000.

Company: _____ Contact: _____

Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Fax: _____

Return completed form to Greene County Partnership, 115 Academy St.,
Greeneville, TN 37743, or fax to 638-5345 or email to gcp@greenecop.com
Thank you for your support!

