



BLUE RIDGE MOUNTAIN TROUT UNLIMITED #696  
AND FANNIN COUNTY CHAMBER OF COMMERCE  
PRESENT

# THE 4TH ANNUAL BLUE RIDGE TROUT FESTIVAL & OUTDOOR ADVENTURES

## The Value of Festival Sponsorship

The 2019 Blue Ridge Trout Fest & Outdoor Adventures (BRTF) will once again attract thousands of visitors from all over the Southeast to Blue Ridge, GA. Our inaugural event in 2016 attracted more than 3,000 attendees and 69 vendor booths. In 2017, more than 4,000 visitors and 85 vendors joined us. The 2018 festival drew more than 5,000 visitors, and our vendor capacity again reached our limits with some vendors occupying multiple sites. Our goal is to continue growing our event, while taking aim to educate people about Trout Unlimited, support conservation and to showcase Blue Ridge and Fannin County and participation in the outdoors recreation/activities found across the North Georgia mountains.

We would like to invite your company to participate in the 4<sup>th</sup> annual Blue Ridge Trout Festival & Outdoor Adventures event on April 27, 2019, by becoming a valued Sponsor. Sponsors are key to the event's success – from planning to executing – and your role as a sponsor assures your company of maximum exposure to our visitors of your brand and products through key placement of advertising across all printed/digital media and recognition of your generous support through “shout outs” in planned communications across radio, television, print, digital and real-time event channels.



In previous years, our printed/digital advertising and feature-story channels have reached tens of thousands of outdoor enthusiasts through online/printed publications:

***Georgia Outdoor News, Georgia Sportsman, The Angler Magazine, Southern Trout Magazine, Smoky Mountain Living, Welcome Magazine, Appalachian Country Living, Smoke Signals, Fannin Sentinel, News Observer, Herald Newspapers (of Alpharetta, Roswell, Forsyth Co., Johns Creek and Milton), Directions and GEORGIA Magazine***, the largest-circulation monthly magazine in the state, published by Georgia Electric Membership Corp.

Radio listeners across North Georgia have been reached by timely advertising and interviews presented on:

**O'Neill Outside**, the weekly fishing/hunting morning program presented on Saturdays on WSB-radio/95.5 FM (Atlanta); live spots, just days ahead of the festival, on the **Good Day Atlanta** morning news program on Fox 5-Atlanta; **Your Georgia Country** radio, covering North Georgia listeners from Athens to Cartersville on 106.1 and 107.1 FM; **The Talk of the Mountains** radio, WJRB 95.1 FM, and **Mountain Country Radio**, WPPL 103.9 and 94.3 MF, both covering the mountain communities.

Event posters/flyers are also distributed to like-minded businesses throughout Blue Ridge, while also reaching out to key retailers in Alpharetta, Dawsonville and Atlanta, including **The Fish Hawk** – one of the most far-reaching and top-service fishing outfitters in the Southeast for nearly 40 years.

## **SPONSORSHIP LEVELS/BENEFITS**

Enclosed you will find more information about the opportunities to support this truly special event and build more awareness for your business while gaining the attention of local residents, travelers and vacationers who come to Blue Ridge to enjoy everything from trout fishing to white-water rafting.

The event's hours are 10 am to 5 pm. It is located in the park in historic downtown Blue Ridge. We are collecting a wide presentation of vendors of outdoor gear and services, food trucks, beer and wine concessions, demonstrations. Local outfitters, guides and instructors will present hourly seminars on trout fishing destinations, gear, instruction and techniques, including fly-fishing.

Proceeds from Trout Fest benefit the Blue Ridge Mountain Chapter of Trout Unlimited (TU), a 501 (C) 3 non-profit organization. Trout Unlimited's mission is to conserve, protect and restore cold-water fisheries through conservation and educational activities.



Trout Unlimited also sponsors high-school and college fishing teams and helps equip and sponsor Save Georgia's Hemlocks, the Chattahoochee Forest National Fish Hatchery, and more. Blue Ridge Trout Festival & Outdoor Adventures revenues have allowed Blue Ridge Mountain TU to fund the following organizations and their conservation/education programs:

- Fannin County High School
- Gilmer County High School
- Warnell School of Forestry and Natural Resources (University of Georgia)
- Five Rivers Conservation Group
- Smithgall Woods Regional Education Center
- Casting for Recovery (for women with breast cancer)
- Project Healing Waters (for disabled veterans)
- Save Georgia Hemlocks
- U.S. Forest Service
- Georgia Department of Natural Resources

Thank you. We look forward to your participation and working with you.

Your Planning Committee  
Blue Ridge Trout Festival & Outdoor Adventures

**Contacts: Bob Borgwat 706-838-5259 (home) 770-827-6657 (cell) email: [bborgwat@gmail.com](mailto:bborgwat@gmail.com)  
Sam Miller 404-580-4121 (cell) email: [Malolact@yahoo.com](mailto:Malolact@yahoo.com)**

# **SPONSORSHIP LEVELS**

## **PLATINUM \$10,000**

- Logo prominently displayed on Event Program, all ads (print/digital), posters and rack cards, Facebook and event website (BlueRidgeTroutFest.com).
- Display of your branded banner (provided by sponsor) in highly visible area of the event.
- Company name included in all radio advertising.
- Lunch for 6 people at your choice of food truck on the day of the festival & 10 complimentary beer or wine tickets.
- 25 general admission passes for use by sponsor.
- 2 prime complimentary tent spaces (10' x 15' each), tent provided by sponsor. Electricity and water included (please designate if either is needed).

## **DIAMOND \$5,000**

- Logo prominently displayed on Event Program, all ads (print/digital), posters and rack cards, Facebook and event website (BlueRidgeTroutFest.com).
- Company name will be mentioned in radio advertising.
- 15 general admission passes for use by sponsor.
- Lunch for 4 people at your choice of food truck on the day of the festival and 8 complimentary beer or wine tickets.
- Complimentary tent space (10' x 15'), tent provided by sponsor. Electricity and water included (please designate if either is needed)

## **GOLD \$2,500**

- Logo displayed on Event Program, all ads (print/digital), posters and rack cards, Facebook and event website (BlueRidgeTroutFest.com).
- 10 general admission passes for use by sponsor.
- 4 complimentary beer- or wine tickets.
- Complimentary tent space (10' x 15') tent provided by sponsor. Electricity and water included (please designate if either is needed).

## **SILVER \$1,000**

- Logo on Event Program, Facebook and event website (BlueRidgeTroutFest.com).
- 6 general admission passes for use by sponsor.

## **BRONZE \$500**

- Logo on Event Program, Facebook and event website (BlueRidgeTroutFest.com).
- 4 general admission passes for use by sponsor.

## **BANNER – Display your banner during Trout Fest**

- \$100 Banner Display in Education Tent up to 4' x 8' Banner
  - \$150 Banner Display in Education Tent for over 4' x 8' Banner
- Sponsor to supply Banner no later than Friday afternoon April 27, 2018 for display.



**BRTF and Fannin County Chamber  
of Commerce Present  
The Fourth Annual Blue Ridge Trout Fest  
and Outdoor Adventures**

Company Name \_\_\_\_\_

Name of Contact \_\_\_\_\_

Address \_\_\_\_\_

E-Mail \_\_\_\_\_

Work/Mobile # \_\_\_\_\_

Level of Sponsorship \_\_\_\_\_

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Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_

BRTF Signature \_\_\_\_\_ Date \_\_\_\_\_

Please make checks payable to **Blue Ridge Trout Festival** and mail along with your completed sponsor information:  
**Blue Ridge Trout Fest, PO Box 2745, Blue Ridge, GA 30513.**

**Bob Borgwat**      706-838-5259      [bborgwat@gmail.com](mailto:bborgwat@gmail.com)  
**Sam Miller**      404-580-4121      [Malolact@yahoo.com](mailto:Malolact@yahoo.com)

Check # \_\_\_\_\_ Amount: \_\_\_\_\_ Date Rcd. \_\_\_\_\_