



# Lavender Festival



## Building Trust & Community Since 1999

Sponsors of Jackson Square Lavender Festival have helped produce a high-quality, positive experience for thousands of visitors to Oak Ridge, Tennessee, since 1999. Lavender Festival celebrates health, sustainability, creativity and of course, lavender. It is always held the third weekend in June, when the local lavender is in bloom. Our goal is to establish long term relationships with our sponsors and provide valuable promotional benefits in all festival events. We partner with a local 501(c)(3) nonprofit, so your sponsorship may qualify as charitable. Jackson Square Lavender Festival was voted Best Festival by the Middle East TN Tourism Council, 2022.

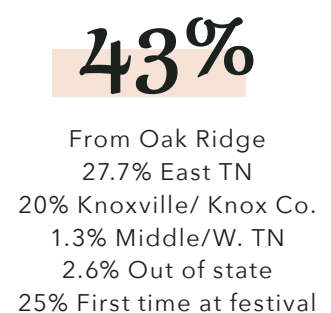
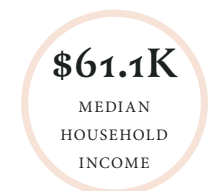
### 2024 Schedule:

**June 14**, Noon - Herb Lunch under a big tent in Jackson Square. Ticketed event featuring a plated lunch and guest speaker. Seats 120.

**June 15**, 8 a.m. to 4 p.m. - Main Event in Jackson Square, free. Artisans, music, children's activities, presentations. 25,000 visitors were counted in 2023.

**June 15**, 10 a.m. to 4 p.m. TN Wine Tasting, ticket required. Five local wineries, est. 500 attendance.

**June 16-18** - Tour of Gardens. Self-guided driving tour featuring 4 local gardens. Tickets required, est. 500 attendance.



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# Build community

## PRESENTING SPONSOR

**\$5,000**

Exclusive presenting sponsor. Includes 10x10 space at the main festival, logo on all print pieces, recognition in radio spots and billboards, and logo on home website page. 6 social media posts, multiple Main Event name announcements, sponsor-supplied banners displayed throughout the weekend, Facebook live interview, opportunities for product placement, four All-Event passes to Herb Lunch, Wine Tasting and Tour of Gardens.

## HERB LUNCH PRESENTING SPONSOR

**\$1700**

Exclusive, Includes 10x10 space at the festival, logo on website. Includes 4 tickets to Herb Lunch, opportunity for product placement, lunch recognition and a sponsor-supplied banner displayed throughout the weekend. 4 social media posts, Main Event name announcement.

## MAIN STAGE SPONSOR

**\$1200**

Includes 10x10 space at the festival, logo on website. Opportunity for product placement. Sponsor-supplied banner displayed throughout the weekend. 3 social media posts, Main Event name announcement.

## SPECIAL AREA SPONSOR

**\$850**

- Wine Tasting
- Children's Train
- Tour of Gardens
- Art Spot for Children
- Food Truck Park

Logo on website and sign at entry to the special area. Opportunity for product placement. 2 social media posts. Main Event name announcement. Booth space in the designated special area as space allows.

## LAVENDER BUD SPONSOR

**\$500**

Logo on website, 1 social media post. Opportunity for product placement.

## Featured In

TN Vacation Magazine

WBIR

TN Home and Farm

Blue Ridge Country Magazine

Smoky Mountain Living Magazine

The Knoxville News Sentinel

The Oak Ridger

## Connect

INSTAGRAM @lavenderfestival

FACEBOOK @lavenderfestivaloakridge

CONTACT BARBARA OR REBECCA

LavenderFestivalJS@gmail.com

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JacksonSquareLavenderFestival.org

## Exclusive Water Sponsor



# Additional Branding

## Add on to any sponsorship

### EXCLUSIVE WATER SPONSOR

**\$2100**

Brand your message onto our [Appalachian Rain/Lavender Festival](#) water bottles. 100% recyclable aluminum bottle. These are the ONLY approved water bottles allowed at the festival. Appalachian RAIN is the leader in sustainably packaged, custom aluminum bottled water. Your 4"x6" custom message will be on the bottle, along with Lavender Festival branding, and carried around the whole weekend. Bottles will be placed with every food vendor, volunteer, at the Wine Tasting area, Tour of Gardens, Herb Lunch and for sale at the free water stations as well. Includes 70 cases of water, 1680 bottles, distributed by festival staff and vendors.

### EXCLUSIVE BAG SPONSOR

**\$2100**

Who doesn't love to shop? Lavender Festival bags go like hotcakes! Put your logo on one side of 1500 bags with festival logo on the other side. A great way to go home with guests. Bags are filled with goodies like seed packets, herb sachets and other handmade items from our vendors, plus marketing materials from other sponsors.

### TOUR OF GARDENS PHOTO SPONSOR

**\$250 for Friday & Sunday**

**\$500 for Saturday**

**\$700 - All weekend**

Set up your tent at the entrance to one of our Tour of Gardens, and sponsor our photographer. A great way to meet and greet. Includes mention in every social media post about Tour of Gardens offering free family photography.

### GIVEAWAY - EMAIL LIST OR TICKET HOLDERS

**\$200**

Offer a free giveaway drawing for those sign up for festival email list and/or purchase tickets Includes 6 social media posts, logo on website. Sponsor provides giveaway, which must be an item with a value of at least \$100.

## Exclusive Bag Sponsor



## Family Photo Sponsor Tour of Gardens

