



**–ROUTES to the RIVER FESTIVAL–**  
routestotheriver@gmail.com      routestotheriver.com

The first **Routes to the River Music, Arts, & Culture Festival** will be held on Saturday **May 4th, 2024** along the riverwalk in downtown Newport, TN.

This event is supported by the [Tennessee Arts Commission](#), Clean Water Expected in East TN ([CWEET](#)), with guidance from the [AIR Collaborative](#). We are thrilled to be working with the City of Newport and several downtown businesses to bring people from Cocke County and the surrounding area to our beautiful riverwalk.

This new spring festival will showcase our creative and resourceful Appalachian culture with musical acts, storytelling, poetry, dance, visual arts, and heritage craft demonstrations. This is an all ages event, but we aim to appeal specifically to young adults and families with teens and/or young children.

The festival starts at 11am along the riverwalk and at downtown businesses. Events and activities include:

- Kids Activities with [Cocke County Cradle to Career Coalition](#)
- Arts & Crafts Vendors
- Demonstrations of heritage crafts
- Food Trucks
- Live Music and Arts Demonstrations from 12pm-10pm

Marketing Goal and Strategy:

To reach our audience in the counties of East TN and Western NC and entice them to downtown Newport for a cultural experience. Transparency will be demonstrated with video updates that tease our event, create anticipation, drive media coverage and advance our social media marketing goals.

Public radio, print, multimedia publications, and local news coverage are important parts of the marketing strategy. A high quality, eye catching, visual is key to our strategy. Plans are to sell the image as a commemorative poster. Proceeds to pay for \_\_\_\_\_ or be reinvested in 2025's festival.

Success looks like:

- Small business partners report increase in foot traffic (as compared to Christmas parade and an average Saturday)
- \$200 collected for a non-profit
- people dancing
- Community service and faith organizations report making direct contact with \_\_\_ community members
- Use of hashtag #routestotheriver indicates social media impressions



**—ROUTES to the RIVER FESTIVAL—**

routestotheriver@gmail.com

routestotheriver.com

Sponsorship Includes	Bronze \$100 (artist sponsor)	Silver \$500 (opening act sponsor)	Gold \$1000 (area sponsor)	Platinum \$2000+ (event sponsor)
Sign up during demonstration or performance	✓			
Ad in Program	logo	½ Page	½ Page	Full Page
Your Logo on website	No link	With link	With Link	With Link
Main Stage Mentions	1x	2-3x	4-6x	All Day
Logo on Printed Material		✓	✓	✓
Vending Spot		✓	✓	✓
Sponsor provided banner hung along the riverwalk		✓	✓	✓
Included in Social Media Advertising			✓	✓
Included in Radio/Print/Multi Media Advertising				✓

Looking forward to having you as a partner and hope to see you at Routes to the River Music and Cultural Arts Festival!

Sponsorship Details

Company Name:

Logo Link:

Level of Sponsorship:

Signature \_\_\_\_\_

Routes to the River Representative: \_\_\_\_\_

Routes to the River Representative: \_\_\_\_\_



## —ROUTES to the RIVER FESTIVAL—

routestotheriver@gmail.com

routestotheriver.com

**Free Event!**

**ROUTES to the RIVER FESTIVAL 2024**

**MUSIC & CULTURAL ARTS FESTIVAL**  
**NEWPORT, TN**  
**DOWNTOWN & RIVERWALK**  
**MAY 4, 2024**

**CRUZ CONTRERAS - AMERICANA • ROBINELLA - SINGER/SONGWRITER • KUKULY - SWING & GYPSY JAZZ • BOOGERTOWN GAP - OLD-TIME APPALACHIAN • LEW BOLTON - STORYTELLER • DENTON BRAGG - LOCAL PLANT IDENTIFIER • ANIKITUHWA - CHEROKEE MUSIC & DANCE • TODD WRIGHT - HAMMERED DULCIMER • NIKKI'S FRYBREAD & GRILL • GILL'S BBQ • STORY WALK • BAZ BAKERY & DELI •**

Thriving Artist | TENNESSEE ARTS COMMISSION | cweet

### Directory

Deborah Bahr (Director of CWEET and facilitator for Routes to the River) 865-453-8536 (landline)

Raven Carswell (Physical Artist and Demonstration Coordinator) 865-232-0796

Marilyn Asbury (Artist Liason and Sponsorship Coordinator, Marketing Assistant) 859-321-0900

Miranda Barker (Marketing and Social Media Coordinator) 704- 783-7663

Make checks payable to  
CWEET (tax ID: 27-2031728)  
966 Yellow Breeches Rd.  
Cosby, TN 37722

### Current Sponsor

CWEET - Clean Water Expected in East TN  
Tennessee Arts Commission  
Thriving Artist Cooperative