



2021 Sponsorship Opportunities

The Get in Gear Fest is the leading Outdoor Industry festival in Western North Carolina. Since 2013, this annual event turned festival has seen year-over-year growth fed by a regional love for the outdoors and a thriving outdoor industry. In its 7th year, we'll be celebrating everything outdoors with a brand new venue, Camp Rockmont in Black Mountain, NC, that lets attendees run, bike, climb, kayak and hammock right on site.

The Outdoor Gear Builders of WNC are Western North Carolina-based outdoor companies collaborating to share resources, encourage new ideas, and inspire each other. Our member brands and outdoor businesses are dedicated to creating exceptional outdoor gear and experiences with a focus on responsible manufacturing, cutting-edge innovation, and economic growth in our region.

Since its founding in 2013, Outdoor Gear Builders has grown to 60+ member companies, all joining in the common mission to cultivate, connect and support a community of Outdoor Industry leaders across Western North Carolina.

As a sponsor of this event, your name will be highlighted in targeted campaigns, a growing social media audience, coordinated traditional media and PR campaigns, and onsite presence and recognition.

While we are all based in WNC, our reach is global.

2021 GET IN GEAR FEST ACTIVITIES

- New Venue!
- VIP & Vendor Only Camping Friday
- On Water & Trail Demos
- National and Regional Press/Media
- Gear Sales
- Classes & Clinics
- Live Music
- Food & Local Craft Beer
- Optional Onsite Cabin Rentals

In-Kind, A La Carte, and Custom Sponsorship Opportunities Available.

Contact Andy Williamson, Event Director, at ED@outdoorgearbuilders.com or 828-571-0456 for more information and to discuss sponsorship opportunities



<u>Benefits</u>	Presenting \$8,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Community \$500
Title Sponsor of Event, i.e. "Get In Gear Fest @ Camp Rockmont, Presented by [Your Company]"	Exclusive				
Logo on all GIGF Merchandise	Exclusive				
Annual OGB Title Sponsor w/ logo placement and recognition on all OGB communications	Exclusive				
Option to Sponsor Event Area (ex. Parking Sponsored By____, Beer Garden Sponsored by_____) First Come, First Served	✓	✓			
Logo on Print and Digital Advertising	Top Level logo Placement	Large Logo	Medium Logo	Small Logo	Text Listing
Banner or signage on site in prominent location	✓	✓	Collective Banner Large Logo	Collective Banner Medium	Collective Banner Small Logo
"On stage" verbal recognition from MC during plenary sessions and in conference deck	✓	✓	✓	Collective Recognition	Collective Recognition
Social media recognition in standalone sponsor post, as well as group posts	✓	✓	✓	Collective Recognition	Collective Recognition
Logo and link on event website	Top Level logo Placement	Large Logo	Medium Logo	Small Logo	Text Listing
Opportunity to provide promo materials in "swag bags"	✓	✓	✓		
Promote your brand and get qualified leads through giveaways and activities at your GIGF booth	Custom to fit needs	20X20	10X20	10X10	Table
Friday Night VIP Event/Press Campout Passes	Custom	7	5	2	1
Annual OGB Supporting Membership	✓	✓	✓	✓	✓
Opportunities to Present a Custom Workshop or Presentation to OGB Members	✓	✓			
Inclusion in Post Event Newsletter	✓	✓	✓	✓	✓