



Friendly City Festivals has a proven track record of producing time honored regional festivals - all free to the public, thanks to generous sponsors like you.

***We're seeking your financial support for MooFest, Sounds of Summer, and Pumpkintown, to keep these festivals strong for our community.***

**National MooFest** 2026 is back in Downtown Athens for the sixth year running. The favorite summer festival features the Maggie Strut, live AG demonstrations, Mayfield Dairy Farms children's activities, local shopping, 300+ arts, crafts, and food vendors, plus live entertainment on three stages. It takes \$25,000 to produce MooFest - that amount includes liability insurance, entertainment fees, and advertising. Each year this event brings over 18,000 visitors to downtown Athens for the day.

The 15th annual **Sounds of Summer** is continuing on Saturday nights with a stellar lineup guaranteed to appeal to a variety of ages. The 2026 schedule is: Saturday, June 6th - Cole Sitzlar, Saturday, June 13th - September Song, Saturday, July 4th - Mendingwall 7:00 PM (Before the Fireworks at Regional Park!), Saturday, July 18th - Dexter Thomas Band, Saturday, August 8th - Scenic City Sound, Saturday, August 15th - Confederate Railroad. Last year's series averaged around 400 attendees for each concert and the budget for 2026 - which includes sound/lighting and entertainment fees - is \$30,000.

**Pumpkintown** is one of the regions' premier fall festivals and one of the most attended events (over 25,000 visitors last year!) in McMinn County for 24 years! Fan favorite activities include the famous Mutt Strutt, Scott Crisp Memorial PowWow, McMinn County Living Heritage Museum 41th Annual Quilt Show, local shopping, live entertainment on three stages this year featuring the Appalachian road show, and historic walking tours along with over 300 craft, food, and arts vendors. To make sure this event can be offered free to the public, the budget for Pumpkintown 2026 is \$20,000.

***We hope to make sponsorship easier this year and are asking you now to invest in all three festivals.*** Enclosed you'll find a form showing different levels of sponsorship for each festival. We hope that you will sponsor all three festivals so we can plan each one accordingly. Please use the grid on the enclosed for to indicate which festival(s) and which level(s) of support you'll provide.

***You can write one check for all three festivals, or we'd be glad to invoice you separately, whatever is best for your budget.***

Please don't hesitate to call Meredith Willson at 423-887-3544 with any questions.

Thank you for helping to make Athens/McMinn County a center of cultural tourism AND one of the greatest areas in our region! We look forward to hearing back from you soon.

*Scott Bridwell - Meredith Willson - Ben Burchfield - Stefani Burchfield - Joel Webb - Elisha Elliott  
Angie Melhorn - Julie Walker - Jonathan Pierce - Michael Priest - Sandra Kinney - Joy Early  
Brianna Baker - Jim Brooks - Stuart Mason*



# 2026 Sponsorship Form

We're seeking your financial support for MooFest, Sounds of Summer, and Pumpkintown to keep these festivals strong for our community.

***Please complete and return this form as soon as possible so we may acknowledge your support of Friendly City Festivals!***




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

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

Address \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

## SPONSORSHIP LEVELS

FESTIVAL	\$2,000	\$1,500	\$1,000	\$750	\$500	\$250
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL						\$ _____

***All sponsors receive Radio, Social Media (Facebook & Instagram), Print & Website Coverage,  
Name/Logo on Festival Banners & Fliers, Booth Space***

Payment Method: ☐ Check ☐ Credit Card

Upon receipt of your sponsorship form, we will call you to complete your payment A  
\$5 processing fee will be added when using any of these accepted cards:  
Visa, MasterCard, Discover, American Express

*Complimentary Booth Space is Available for Sponsors Upon Request*  
Would you like to reserve booth space? ☐ Yes ☐ No

***Thank  
you!***