



330 Cranberry Street Newland, NC 28657 | newlandchristmas@gmail.com | 828-413-2482

The Newland Christmas Tree Festival

The High Country is known as “The Fraser Fir Christmas Tree Capital of the World”. The first annual Christmas Tree Festival will take place on the town square in Newland, NC on Friday October 18th from 3pm – 9pm and on Saturday the 19th from 10am – 9pm. The lighted trees will stay on Newland’s town square through January 1, 2025.

The annual festival will always be held on the third weekend in October.

This is done purposefully to coincide with The Woolly Worm Festival being held in Banner Elk, NC and with The Valle Country Fair held in Valle Crucis, NC. The State Police, for years, have urged the town of Newland to be a third festival to help manage the crowd of 30,000+ people that visit the area that weekend. This will enable better traffic control throughout the area as visitors shift from one festival to the next. The other two festivals stop their operations between 4:00 pm and 5:00 pm. Our festival gears up in late afternoon and stays open until 9:00 pm on both days. Our lighted trees will be the main attraction for the large numbers of visitors already visiting our area. The North Carolina Christmas Tree Growers Association agrees this is a great time to have the festival; as of the first day of November, the growers will be unavailable as they begin harvesting their trees for the season.

The National White House Christmas Tree Dedication will have part of its official sendoff ceremony taking place at our festival. This will bring national media attention to our festival, resulting in a very effective promotional moment for festival sponsors.

The festival will have two contests. The first will involve elementary school classrooms decorating their tree for best of that school. The winners will be announced from the main stage on Friday. The invitations have been extended to Alleghany, Ashe, Watauga, Avery, Mitchell, and Yancey County school districts. The second contest will involve the public voting for the best tree in each of the counties mentioned above. The winning trees from each county will compete for best of show. The winners will be announced late Saturday from the main stage.

We have arranged for extensive electrical supplies and for water distribution to be available for both vendors and tree growers.

We have the full support from the elected officials from the town of Newland and from Avery County. All law enforcement and emergency management officials have been briefed and we have full support from them..

We have arranged for shuttle buses to service the festival. This service will help keep the local roads open during this festival. The drop-off point is at the parking lot where Lowe's Groceries used to be in Newland. All foot traffic will enter the square by passing the caboose museum next to the courthouse. This is important when considering the placement of the Sponsors' Billboards.

We are actively applying for grants and are seeking corporate sponsors. Since the festival has free admission, we are looking for enhanced support from our sponsors.

Our festival requires many volunteers. The Shriners Club will be co-hosting the festival and is offering as many volunteers as needed in return for 50% of the net profits raised.

Four levels of sponsorship include Silver, Gold, Platinum, and All-Festival. Please follow this link to www.newlandchristmastreefestival.com to see the details.

Silver Sponsor - \$300 – Provides:

- 1-Real Estate Sized Sign to be placed on the square
- 1-Placard on the sponsor's billboard on-site.

Gold Sponsor - \$600 - Provides

- 1-Real Estate Sized Sign to be placed on the square
- 1-Placard on the sponsor's billboard on-site
- 1-Placement on our website with a page dedicated to your business.

Platinum Sponsor - \$1,200 – Provides:

- 1-Real Estate Sized Sign to be placed on the square
- 1-Placard on the sponsor's billboard on-site
- 1-Placement on our website with a page dedicated to your business.
- 1- Banner at the main music stage
- 1- Up to 120 seconds to tell the story of your business over the mic at the festival.
- ~ Inclusion into social media promotions including Instagram, Facebook, TikTok

A \$25,000 All-Festival Sponsorship:

Offers all the above plus this business entity shall be named as the official sponsor of the festival in all future media events. This level will be constrained to having only one sponsoring entity.

<https://www.newlandchristmastreefestival.com/>

