



Folk Heritage Committee  
P.O. Box 1010  
Asheville, NC 28802  
828.258.6101 x. 345  
[www.folkheritage.org](http://www.folkheritage.org)

Dear Member of the Asheville Corporate Community:

Asheville's Folk Heritage Committee produces the Mountain Dance and Folk Festival -- the nation's oldest folk festival-- along with the much-loved Shindig on the Green. Western North Carolina is the home of clogging and visitors from all over the world come to hear the region's exceptional mountain music, experience the excitement of the clogging teams and participate in the street dances. Anywhere from 3-5,000 people attend each Shindig, with 35,000 people attending over the summer at the event held on Saturday nights downtown from July 4 through Labor Day excluding the weekends of Bele Chere and the Festival itself.

For members of the business community, Shindig on the Green presents a unique opportunity for Asheville's businesses to support an important historic and cultural event while reaching both a large regional and national audience. While Shindig is free to all, each week's program carries substantial costs, for which the committee must find funding support. The Folk Heritage Committee seeks your support as a partner in this joyous celebration and preservation of our region's unique cultural heritage. As a 501(c)(3) non-profit, we would like to include your business as a corporate sponsor.

Corporate sponsors receive recognition based on the level of giving you choose; details are on the back of this letter. To become a corporate sponsor, simply return your contribution and contact information in the enclosed envelope. Please include a disk with your logo or email your logo to [info@folkheritage.org](mailto:info@folkheritage.org). A member of the Folk Heritage Committee will then contact you.

Please know that donations in any amount are accepted at any time and greatly appreciated, but the sooner we hear from you, the more recognition we can provide your business. The deadline for sponsorship sign-up in order to have your business name listed on our 10,000 rack cards, distributed throughout the region and state, is May 1. The deadline to have your logo included on the banner over our stage in clear sight of thousands in the audience at the first Shindig is June 10.

Please direct all sponsorship questions to us at: [info@folkheritage.org](mailto:info@folkheritage.org). Thank you in advance for any support you can give us.

Sincerely,

Jerry Sutton  
Folk Heritage Committee

Bob Gregory  
Folk Heritage Committee

## 2010 EVENT DATES

### Shindig Fundraiser

March 20 at the Colonial Theatre in Canton

### Shindig on the Green

July 3, 10, 17, 31; August 14, 21, 28 and September 4  
Roger McGuire Green • Pack Square Park

### Mountain Dance and Folk Festival

August 5, 6 & 7 at Diana Wortham Theatre at Pack Place





## Shindig on the Green Corporate Sponsor Tiers

### \$300 - \$499

- o Your business name will be announced from the stage each week at Shindig where attendance ranges from 3,000 to 5,000 people each Saturday
- o Your business card may be placed on our bulletin board of sponsors in a prominent place at Shindig and the Mountain Dance and Folk Festival
- o Your business will be listed as a sponsor in the Mountain Dance and Folk Festival program
- o Your business logo will be listed and linked on the sponsors page on our web site: [www.folkheritage.org](http://www.folkheritage.org)

### \$500 AND ABOVE

- o Your business name will be announced from the stage each week at Shindig where attendance ranges from 3,000 to 5,000 people each Saturday
- o Your business card may be placed on our bulletin board of sponsors in a prominent place at Shindig and the Mountain Dance and Folk Festival
- o Your business will be listed as a sponsor in the Mountain Dance and Folk Festival program
- o Your business logo will be listed and linked on the sponsors page on our web site: [www.folkheritage.org](http://www.folkheritage.org)

- \* Your business logo will be included on the banner across the back of the stage at Shindig and the Mountain Dance and Folk Festival
- \* Your brochures may be placed on our sponsors' table in a prominent place at Shindig and the Mountain Dance and Folk Festival



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## EVENT OVERVIEW AND HISTORY

### Mountain Dance and Folk Festival:

When noted folklorist and attorney Bascom Lamar Lunsford took mountain music and dance out of the “hills and hollers” of Western North Carolina and put it on stage for the public to see in 1928, he created one of the nation’s most important historical and cultural performance events. Held the first weekend of August each year, “along about sundown”, Asheville’s Mountain Dance and Folk Festival is the oldest continuously running folk festival in the nation. When the fiddles, banjos, cloggers and more hit the stage in 2010, the festival will celebrate a venerable 83rd birthday. While many similar events may now be found across the country, Asheville’s Mountain Dance and Folk Festival is a splendid, high spirited showcase of the region’s traditional music and dance, handed down through the years and sometimes even performed by two or three generations of one family together on stage. **The 83rd Annual Mountain Dance and Folk Festival will be held at Diana Wortham Theatre at Pack Place in downtown Asheville on August 5,6, and 7, 2010.**

### Shindig on the Green:

While the Mountain Dance and Folk Festival continues to give area performers important recognition, highlighting their talents and preserving our Southern Appalachian heritage in a concert setting, Shindig on the Green provides a way to encourage and present a wide variety of performers in an informal outdoor atmosphere. Each summer, the Shindig presents authentic, traditional music and dance, creating a forum for the growth of the heritage and providing free entertainment to tens of thousands of individuals from all over the world who attend, while stimulating awareness and appreciation for the cultural heritage of the region. Attendance at Shindig on the Green and the Mountain Dance and Folk Festival in 2009 exceeded 35,000 people! **In 2010, the 44th season of Shindig on the Green returns to the heart of downtown Asheville to the Roger McGuire Green at the new Pack Square Park on the new Bascom Lamar Lunsford stage named for the Mountain Dance and Folk Festival founder. 2010 Shindig dates are: July 3,10,17,31; August 14, 21, 28 and September 4.**

### Organizational information:

The Folk Heritage Committee of the Community Betterment Foundation (a part of the Asheville Area Chamber of Commerce) consists of dedicated individuals charged with ensuring the continuity of the Mountain Dance and Folk Festival since 1928. Their mission is to preserve and present the musical heritage of the Southern Appalachians to audiences who attend from throughout the region and world, for entertainment and education. Members of the Folk Heritage Committee provide volunteer leadership and stage both the three-day Mountain Dance and Folk Festival and weekly Shindig on the Green outdoor summer events.

The Community Betterment Foundation provides fiscal and legal oversight of the Folk Heritage Committee’s activities. However, the Folk Heritage Committee receives **no funding** from the Chamber or Foundation, and is responsible for raising all funds necessary to produce the Mountain Dance and Folk Festival and Shindig on the Green.

The Foundation is a North Carolina non-profit foundation organized for the purpose of advancing matters of public concern in Asheville and Buncombe County. The articles of incorporation name a broad range of issues and activities for which the Corporation is organized, including economics, finance, education, housing, human relations, employment opportunities, minority affairs, and agriculture, to name just a few. Specifically mentioned in these articles is celebrating the traditions of Southern Appalachian folk life, both past and present, through a variety of educational means, and through these educational efforts, to foster broad respect and appreciation for these folk traditions. Incorporated in December of 1991, the Foundation is exempt from federal taxes under the IRS code 501 (c) (3). The federal identification number is 56-1762978.