



The City of Norton is excited to host the ninth annual High Knob Outdoor Fest this August! The festival, which will be held the week of Aug. 8-15, 2026 provides an opportunity to celebrate the High Knob Region's outdoor recreation activities, support local businesses working to grow outdoor recreation opportunities, and provides residents and visitors chances to participate in a variety of outdoor and educational activities.

Almost 1,300 people attended the 2025 festival, which featured 14 outdoor events, 20+ outdoor vendors, live music, food trucks, and more.

Planning for the 2026 festival is underway. The event will again offer a variety of outdoor trips, competitions, and activities.

We're also excited to again hold the High Knob Outdoor Fest Block Party in Downtown Norton. This event is held the final day of the festival and features outdoor and local artisan vendors, live music in partnership with Pro-Art Association, food trucks, and outdoor activities/demos.

There are several sponsorship packages available. Please see the 2026 Sponsor Package Opportunities sheet in this packet. Sponsorships help support the festival's competitions, workshops and excursions, kids' activities, festival merchandise, and live music performances. Donations of any amount within each package tier are welcome.

Interested in becoming a sponsor for this year's festival? Contact Katie Dunn, Norton Community Engagement and Tourism Director, at katied@nortonva.org or (276) 679-3103. Checks should be made payable to City of Norton, C/O Katie Dunn, P.O. Box 618, Norton, VA 24273.

Also visit the festival's website (www.highknoboutdoorfest.com) and Facebook page (@highknoboutdoorfest) for more information.

All the best,

Katie Dunn

Katie Dunn
Norton Community Engagement and Tourism Director/High Knob Outdoor Fest Coordinator
katied@nortonva.org
(276) 679-3103



SPONSOR BENEFITS

BRONZE (\$250-\$499)

-  LOGO FEATURED ON FESTIVAL WEBSITE
-  TWO COMPLIMENTARY FESTIVAL SHIRTS
-  TWO COMPLIMENTARY PASSES FOR FESTIVAL ACTIVITIES OF YOUR CHOOSING

SILVER (\$500-\$999)

-  LOGO FEATURED ON FESTIVAL WEBSITE AND SOCIAL MEDIA PROMOS
-  FOUR COMPLIMENTARY FESTIVAL SHIRTS
-  FOUR COMPLIMENTARY PASSES FOR FESTIVAL ACTIVITIES OF YOUR CHOOSING

GOLD (\$1,000+)

-  BUSINESS/ORGANIZATION WILL BE FEATURED AS A PRESENTING SPONSOR
-  BUSINESS/ORGANIZATION LOGO WILL BE FEATURED ON FESTIVAL SHIRT AND ALL FESTIVAL MARKETING MATERIALS AND ADVERTISEMENTS
-  RESERVED PROMOTIONAL TABLING SPACE FOR BUSINESS/ORGANIZATION AT THE FESTIVAL'S DOWNTOWN CELEBRATION (SATURDAY, AUGUST 16, 2025)
-  10 COMPLIMENTARY FESTIVAL SHIRTS
-  10 COMPLIMENTARY PASSES FOR FESTIVAL ACTIVITIES OF YOUR CHOOSING



NORTON | VA

SPONSOR PACKAGES



ENTERTAINMENT: \$3,500

LIVE MUSIC
\$2,000



EXPLORATIONS \$3,200

FILM CONTEST
\$1,200

PHOTO CONTEST
\$1,000

OUTDOOR TRIPS
\$1,000

ACTIVITY ZONE
\$1,500



FESTIVAL SWAG: \$1,300

HKOF SHIRTS
\$800

SIGNATURE PIN
\$300

HKOF STICKERS
\$200



COMPETITIONS: \$1,000

5K TRAIL RUN
\$500

MTB POKER RIDE
\$500

CONTACT KATIE DUNN, NORTON COMMUNITY ENGAGEMENT AND TOURISM DIRECTOR, AT (276) 679-3103 OR [KATIED@NORTONVA.ORG](mailto:katied@nortonva.org), FOR INFO.

www.highknoboutdoorfest.com