



The City of Norton is excited to host the sixth High Knob Outdoor Fest this August! The festival, which will be held the week of Aug. 12-17, 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.

More than 600 people attended the 2023 festival, which featured 13 outdoor events, 20+ outdoor vendors, live music, food trucks, and more.

Planning for the 2024 festival is underway. The event will again offer a variety of outdoor trips, competitions, and activities. Some of this year's events will include an Outdoor Photography Contest; Stargazing Event; 5K Trail Running Race; Pack Out The Park Naturalist Event; High Knob Bouldering Clinic; Group Hikes; Outdoor Yoga Class; Mountain Bike Poker Ride; and more.

We're also excited to again hold the High Knob Outdoor Fest Celebration 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 2024 Sponsor Package Opportunities sheet in this packet. Sponsorship opportunities include supporting 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 17, 2024)
-  10 COMPLIMENTARY FESTIVAL SHIRTS
-  10 COMPLIMENTARY PASSES FOR FESTIVAL ACTIVITIES OF YOUR CHOOSING