



Fairview Chamber Fast Facts

Mission Statement: The Fairview Chamber of Commerce is established to promote business, stimulate economic development, and strengthen our community.

Who We Are: Members of the Business Community in and around Fairview, An organization that can meet its greatest potential with the perspective and support of all area business people. **What We Do:**

Promote Business; we put business names, logos, products and services in front of the Fairview community through online promotion and acknowledgement by creating networking opportunities within the business sector through direct sales, connections and sponsorship opportunities at excellent and well-attended community events: Nature Fest, Veterans Day celebration, Fairview Christmas Parade

Stimulate Economic Development

- We create awareness of the benefits Fairview offers new businesses and those looking to grow or relocate
- We network with other Chambers and Economic Development organizations in Tennessee. We develop outstanding promotional materials such as our Nature Fest promo video and our Fairview promo video (both available on the Chamber Facebook page)
- We work to develop a strong relationship between the Chamber – representing the collective interests of businesses in Fairview – and the City of Fairview.

Strengthen Our Community

- Through our commitment to excellence in facilitating 3 large annual events in Fairview Nature Fest, a family-friendly event with attendance of 4,000-6,000 held at beautiful Bowie Park each September a Veterans Day celebration including a parade, public addresses by the Mayor and members of Fairview's Veteran community, and a deeply meaningful military ceremony by the Fairview High JROTC the Fairview Christmas Parade, because what family-oriented community doesn't want a special holiday event, and because we can't imagine Fairview without it!
- Through our commitment to give back to our community with financial support of: Fairview's award-winning JROTC program, Friends of Bowie Park, Set Free Nashville by awarding several thousand dollars in scholarships each May to area high school graduates

What We Need: Your voice, your perspective, your support. A non-profit, the Chamber is funded through Membership Dues and limited Event Income which collectively fall short of annual operating expenses. If you perceive benefit to your business from Chamber networking and promotional or marketing opportunities, or if you find value in our community efforts and initiatives, please consider supporting the Chamber through membership and event sponsorships. Thank you!



Nature Fest Fast Fact Sheet

Location: Bowie Park, 7111 Bowie Lake Road, Fairview, TN 37062

Dates / Times: Saturday, September 25, 2021, 10 AM-5 PM

Attendance: 4,000-6,000

Audience: All demographic groups for kids to seniors, family friendly event.

Special

Activities: Live Music

2 stages

Crafty Critters

Wide Range of Food

Pony Rides

Train Rides

Hay Rides

Inflatables

Multiple Vendors

Marketing

Opportunities: Website Exposure

Facebook Recognition

On Sight Signage

Booth Space

Stage Announcements

Product Sales

Festival Activities Sponsorship

In-Kind Sponsorship



Dear Nature Fest Friend,

This is an exciting year for the Fairview Chamber of Commerce as we plan for the 36th annual Nature Fest, coming to the beautiful, 700 acre Bowie Nature Park on Saturday, October 2, 2021. As West Williamson County's largest regional event, we provide Fairview residents and visitors from all over the southeast a unique and exciting day to enjoy nature at its best.

Nature Fest's success depends on the generosity of our Nature Fest friends. Proceeds from the event help fund our scholarships for the local Fairview High School students and our general operating fund. Nature Fest also offers a Fundraising platform for local non-profits such as Friends of Bowie Park and Boy Scout Troop 297. This year the fundraising activities for Friends of Bowie Park will be directed towards building the new Tree House Playground.

Unfortunately, due to the Coronavirus pandemic, the 2020 Nature Fest had to be cancelled. This year we get to come back together as a community, enjoy a normal activity, and help fund and spotlight some of our local businesses and organizations. There are many ways that you can sponsor Nature Fest and we are happy to help create a custom sponsorship or you can choose from one of the options below. Please see our attached page for the items included in each sponsorship level.

NatureFest Sponsor Levels

Treehouse \$5000.00

Ladybug \$2500.00

Cricket \$1000.00

Whippoorwill \$500.00

Fowl Owl \$250.00

Jingo \$100.00

Minimum Commitment - \$5000.00 *Treehouse Level*

- * Sponsor on the Main Stage, The Tree House Stage.
- * Signage and announcements of sponsorship on every musical break.
- * Sponsorship Acknowledgment on all Nature Fest ads
- * Sponsor listing with logo on the Chamber and Nature Fest website
- * Facebook posts on the Chamber page are shared to all local pages.
- * 12 free parking passes
- * Complementary 12 X 12 Booth space for Promotional Display
- * Radio highlighted on all radio advertisements.
- * Sponsor Banner displayed at the Main Stage
- * 20"x20" sign at entrance of park
- * Your logo on the mesh sign for multi-sponsor advertisement hung from the Treehouse stage.

Minimum Commitment - \$2500.00 *Ladybug Level*

- * Sponsor on the Children of all ages, Ladybug Stage. Signage and announcements of sponsorship on every break.
- * Sponsorship Acknowledgment on all Nature Fest ads
- * Sponsor listing with logo on the Chamber and Nature Fest website
- * Facebook posts on the Chamber page are shared to all local pages.
- * 12 free parking passes
- * Complementary 12 X 12 Booth space for Promotional Display
- * Radio highlighted on all radio advertisements.
- * Sponsor Banner displayed at the Ladybug Stage
- * 20"x20" sign at entrance of park
- * Your logo on the mesh sign for multi-sponsor advertisement hung from the Treehouse stage.

Minimum Commitment – 1000.00 *Cricket Level*

- * Sponsorship Acknowledgment on all Nature Fest ads
- * Sponsor listing with logo on the Chamber and Nature Fest website
- * Facebook posts on the Chamber page are shared to all local pages.
- * 12 free parking passes
- * Complementary 12 X 12 Booth space for Promotional Display
- * Radio highlighted on all radio advertisements.
- * 20"x20" sign at entrance of park.
- * Your logo on the mesh sign for multi-sponsor advertisement hung from the Treehouse stage.

Minimum Commitment – \$500.00 *Whippoorwill Level*

- * Sponsorship Acknowledgement on all Nature Fest ads
- * Sponsor listing with logo on the Chamber website
- * Facebook posts on the Chamber page are shared to all local pages.
- * 12 free parking passes
- * Complementary 12 X 12 Booth space for Promotional Display
- * Radio highlighted on all radio advertisements.
- * 20 X20 sign at the entrance of the park.
- * Your logo on the mesh sign for multi-sponsor advertisement hung from the Treehouse stage

Minimum Commitment – \$250.00 *Fowl Owl Level*

- * Sponsorship Acknowledgment on Nature Fest ads
- * Sponsor listing with logo on the Chamber website and Nature Fest website
- * Facebook posts on the Chamber page are shared to all local pages.
- * Sponsor name listed on event t-shirt
- * Sponsor name listed on the mesh sign for multi-sponsor advertisement hung from the Tree House stage

Minimum Commitment – \$100.00 *Jingo Level*

- * Sponsor name listed on the Chamber and Nature Fest website
- * Sponsor name listed on event t-shirt.

*** If a custom sponsorship is desired please contact Event Chairperson, Tabitha Bassett by phone or text at 256-431-6561, or by email at tabicat.bassett@gmail.com

Fairview Area Chamber of Commerce Nature Fest Advertisement Agreement

We are very excited about the 36th Annual Fairview Chamber of Commerce Nature Fest and its many opportunities businesses have to market and partner with us during this fabulous annual event. Our goal is to promote our businesses that sponsor the event and make it a fun day for our community. You can be a part of this day of fun and relationship building. This is a wonderful opportunity to promote your business and brand in the community.

The deadline for registration and payment will be August, 13th 2021.

Business Contact

Business Name

Address

City/ State/ Zip

Phone number(s)

Email Address

My check is enclosed and I made the payment to Fairview Area Chamber of Commerce.

Please bill me at the above address.

Sponsorship Level Desired

I give permission for the Fairview Area Chamber of Commerce to use my logo as promotion of my business on this event and on the Chamber website and Facebook page and T-shirt sponsor design according to sponsorship level

Thank you for being a part of this event and we look forward to promoting your business now and in the future.

Tabitha Bassett

Fairview Nature Fest Chairperson, Chamber Board Director

256-431-6561

