



Festival Sponsorship

This is a single day event on Saturday October 3, 2026. The event will take place from 9:00 am thru 5:00 pm at the new Ashe Agricultural Event Center in Jefferson, NC—Ashe County. Event will feature honey judging competition from around the state of NC, the crowning of the first NC Honey Queen in almost 50 years, 12 food trucks, 3 regional bluegrass bands performing live on a large stage as entertainment, over 100 vendors with many of them bee related business and products. Early estimates for the event are 10,000 attendees as people come to visit the High Country during peak leaf weekend.

Individual Sponsor—\$100

Personal/Business Name Listed on Website

5 General Admission Tickets to Event (\$25 Value)

Bee Club Sponsorship—\$200

Bee Club Name Listed on Website

5 General Admission Tickets to Event (\$25 Value)

Informational Vendor Booth (No selling Food Products)

Bronze Level Business Sponsorship—\$250

Business Name Listed on Website

5 General Admission Tickets (\$25 Value)

Informational Vendor Booth (No selling Food Products)

Silver Level Business Sponsor—\$500

Business Name Listed on Website

Logo and Business recognized on all promotional materials include banners/posters/flyers

10 General Admission Tickets (\$50 Value)

Vendor Booth (No selling Food Products)

Band Level Sponsor—\$1000

Business Name Listed on Website

Logo and Business recognized on all promotional materials include banners/posters/flyers

Business Recognized During Band Performances / Special Banners on Stage

10 General Admission Tickets (\$50 Value)

Vendor Booth (No selling Food Products)

Gold Level Sponsor—\$2500

Business Name Listed on Website

Logo and Business recognized PROMINENTLY in all promotion

Social Media and Printed/Video Promotions Featuring Business

25 General Admission Tickets (\$125 Value)

Vendor Booth (No selling Food Products)

Honey Queen Sponsor—\$5000

Title Sponsor Status—Business/Name at TOP of all Materials

Social Media and Printed/Video Promotions Featuring Business

50 General Admission Tickets (\$250 Value)

Vendor Booth (No selling Food Products)