

Toe River Arts Studio Tour
June 5 - 7, 2026
Sponsorship Opportunities



Celebrating 50 Years of Art in the Toe River Valley

The Toe River Arts Studio Tour is a beloved, self-guided, multi-county arts event that invites visitors into the working studios of local artists across Yancey and Mitchell Counties. The Tour draws thousands of residents and visitors each year, supporting working artists, strengthening rural economies, and showcasing the creative spirit of our region.

By becoming a sponsor, your organization demonstrates a commitment to the arts, rural communities, and cultural tourism—while gaining meaningful visibility across multiple counties.



Why Sponsor the Studio Tour?

- Reach thousands of engaged visitors across **North Carolina, Eastern Tennessee, South Carolina and Southern Virginia**
- Align your message with **50 years of arts, culture, and community impact**
- Support working artists and creative small businesses
- Demonstrate investment in cultural tourism and regional vitality

To learn more or become a sponsor:

www.toeriverarts.org | nealy@toeriverarts.org | 828.765.0524

Presenting Sponsor — \$5,000

Exclusive / 1 Available

- Naming recognition as **“Toe River Arts Studio Tour presented by [Sponsor Name]”**
- Premier logo placement on **all printed and digital materials**, including:
 - Studio Tour map/brochure
 - Posters, rack cards, and programs
 - Event website and registration pages

- Studio Tour Billboards
 - Prominent logo placement on **Studio Tour signage** across both counties
 - Featured recognition in **email marketing campaigns** and **social media promotions**
 - Inclusion in **press releases and regional media outreach**
 - Verbal recognition in opening and closing Tour communications
 - One full page advertisement in the Studio Tour Guide
 - Recognition in post-event thank-you communications
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Supporting Sponsor — \$2,500

Exclusive / Availability: 1 of 3 remaining

- Large logo placement on printed Studio Tour materials and signage
- Logo featured on the Studio Tour website
- Recognition in email marketing and social media posts
- Inclusion in press materials where applicable
- One full page advertisement in the Studio Tour Guide
- Recognition in post-event communications



Silver Sponsor — \$1,000

- Medium logo placement in Studio Tour map/brochure
 - Logo listing on the Studio Tour website
 - Recognition in group social media promotions
 - Recognition in post-event thank-you listing
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Bronze Sponsor — \$500-999

- Small logo or name listing on printed Studio Tour materials
 - Name listed on the Studio Tour website
 - Recognition in collective social media thank-you post
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Community Partner — \$250-499

- Name listing (no logo) on Studio Tour website
- Recognition in post-event thank-you communications