

28th ANNUAL MAYBERRY DAYS 2017
57th Anniversary of *THE ANDY GRIFFITH SHOW*
SPONSOR OPPORTUNITIES will be customized to fit your business.

The **Mayberry Days** Festival is committed to family entertainment and the promotion of the values presented on *The Andy Griffith Show*. The event is held the last full weekend in September, just before the annual anniversary date of the show. It has become a reunion for fans and is the site of TAGSRWC's (*The Andy Griffith Show* Rerun Watchers Club) annual meeting. Approximately 30,000 attend this festival and it has a local economic impact of 6 million dollars annually.

The festival began in 1990 as a celebration of the 30th anniversary of *The Andy Griffith Show* in Andy Griffith's hometown of Mount Airy. The Surry Arts Council, a 501(c)3 non-profit corporation, sponsors the Festival and uses funds raised to promote the arts in Mount Airy and the surrounding area. 2017 marks the twenty-eighth annual Mayberry Days and the 57th anniversary of *The Andy Griffith Show*.

Each year the Surry Arts Council hosts well-known personalities who were associated with *The Andy Griffith Show*. These have included Cindi and Andy Griffith, Doug and Rodney Dillard, Maggie Peterson, James Best, Betty Lynn, Elinor Donahue, LeRoy McNees, George Spence, Jackie Joseph, Elizabeth MacRae, Larry Jones (TV Land President), composer Earle Hagen, writers Harvey Bullock and Jack Elinson, Howard Morris, Morgan Brittany, Clint Howard, Barbara Eden and many more. There are activities during Mayberry Days that range from a golf tournament, concerts, and pie-eating contests to checker tournaments, horseshoe tournaments, and a BBQ cook-off. We welcome Maggie Peterson, Rodney Dillard, Margaret Kerry, Ronnie Schell, Karen Knotts, and others back for 2017. We also will be hosting concerts with the Malpass Brothers and Balsam Range.

The festival has become a unique opportunity to share Mount Airy and our area. It is not "anywhere USA." The streets are not blocked off and guests are encouraged to wander around town and enjoy the area that inspired Andy Griffith during his youth and later in his professional career(s).

"Mayberry Days" has been featured on the front page of the New York Times; it has been selected multiple times as one of the "Top 20 Events in the Southeast"; it has been featured on all major television networks; the "John Boy and Billy Show"; and numerous magazines have featured the festival. *Southern Living* magazine selected it as a feature in its "Funky Festivals" article and the list goes on. North Carolina's *Our State* magazine invited Mount Airy resident Betty Lynn (Thelma Lou) to open its "Best of Our State" anniversary celebration at the Grove Park Inn in Asheville. Over twelve hundred guests enjoyed her presentation. Recently there have been lengthy articles in the Charlotte Observer and newspapers all over the United States when the Surry Arts Council opened a new exhibit in honor of Betty Lynn's 90th birthday.

Mayberry Days serves as an important economic catalyst during a time of economic correction in Mount Airy, a community that was formerly dependent on textiles, furniture, and tobacco. The wine industry is booming in Surry County and tourism is vital to its economic health. The festival provides an opportunity to share local musical heritage and traditions as well as the beauty of our community that is located in the foothills of the Blue Ridge Mountains. Mayberry Days fans are repeat visitors and many return numerous times during the year.

The presence of Mayberry Days on the Surry Arts Council website (totally maintained by a Mayberry fan!) provides an opportunity for folks far outside of Mount Airy to enjoy and inquire about America's favorite hometown. The website had over 6 million hits last year. The Mayberry Days Facebook page has over 130,000 likes.

SURRY ARTS COUNCIL EVENT SPONSORSHIP

\$5,000

- Your company will be named as a sponsor of Mayberry Days in the *Mayberry Confidential* newspaper and in Surry Arts Council press releases regarding the event.
- Your company may provide 2 banners that will be displayed at the golf tournament
- Your company will be mentioned from the stage at designated events including the Golf entertainment, the Proclamation, Colonel Tim's Talent Time matinee and evening performances.
- The Surry Arts Council will designate an area 10x10 feet for promotion of your company during the festival
- Your company mascot and/or vehicle may participate in the Mayberry Days parade.
- Officials from your company are invited to join the Surry Arts Council Board of Directors and major contributors at a reception honoring special Mayberry Days guests
- Your company will receive a quarter page ad in the *Mayberry Confidential*

\$10,000

All of the above benefits plus:

- Your company will be named as the exclusive sponsor of one of our Mayberry Days events (Golf, BBQ Cook-Off, Checkers) that is mutually agreed
- Banners will be displayed in prominent locations during Mayberry Days
- Additional ¼ page ad in the *Mayberry Confidential* (total ½ page)

\$25,000

All of the above benefits plus:

- Full page ad (value \$2,100) in *The Mayberry Confidential*
- Exclusive sponsorship of the Blackmon Amphitheatre , Andy Griffith Playhouse, or Historic Earle Theatre stage subject to mutual agreement
- Video ad to run at selected showings at the Historic Earle Theatre (possibly before and after Mayberry Days when appropriate)

\$50,000

- Customized to fit the donor.

The Surry Arts Council ONLY seeks sponsors that fit with the image and values that are portrayed on *The Andy Griffith Show*.