



2022 Sponsorship Deck

What it is:

The **Get in Gear Fest** is the leading Outdoor Industry demo and sales event in Western North Carolina.

Since 2013 this annual event turned festival has seen year-over-year growth fed by a regional love for the outdoors. In its 7th year, we'll be celebrating everything outdoors with a brand new venue, Camp Rockmont at Lake Eden Preserve in Black Mountain, NC, that lets attendees run, bike, climb, kayak and hammock right on site.

As a sponsor of this event, your name will be highlighted in targeted campaigns, a growing social media audience, as well as coordinated traditional media and PR campaigns and the opportunity for on site activations.



Who we are:

The Outdoor Gear Builders of WNC are Western North Carolina-based companies collaborating to share talents, encourage new ideas, and inspire each other. Our member brands and business affiliates are dedicated to creating exceptional outdoor gear and experiences with a focus on responsible manufacturing, cutting-edge innovation, and economic growth in our region.

Since its founding in 2013, Outdoor Gear Builders has grown to 60+, all joining in the common mission to cultivate, connect and support a community of Outdoor Industry leaders.

**While we are all based in WNC,
our reach is global.**

our





ASTRAL



FARM TO FEET
100% AMERICAN



ROCKGEIST
BIKEPACK-USA



TWISTEK



NIVO
SELF-LEVELING CHAIRS
BUILT IN THE USA



sylvansport



SWAYGO



2022 Get in Gear Fest

Friday, April 22, 2022

6pm-10pm ET OGB Member & VIP Social *by invite only

Saturday, April 23, 2022

10am -7pm ET Get in Gear Fest Expo *Open to the Public

7pm-10pm Afterparty *Open to the Public

Sunday, April 24, 2022

9am-1pm ET Camp Rockmont Adventure Pass Access

New Venue! Camp Rockmont

375 Lake Eden Road, Black Mountain, NC

- VIP & Vendor Only Camping Friday
- On Water & Trail Demos
- Gear Sales
- Classes & Clinics
- Live Music
- Food & Local Craft Beer
- Optional Onsite Cabin & Campsite Rentals
- Activities for all ages and experience levels!



By sponsoring the **2022 Get in Gear Fest**, you are showing your support not only for the outdoor industry in WNC, but for our local communities. You gain access to the regions:

- Outdoor enthusiasts from backyard explorers to Appalachian Trail record holders
- Decision makers from the region ranging from startups to multi-million dollar companies
- Regional and national press
- Local influencers and professionals who interact with thousands of local residents and tourists each year

If you're looking to increase your brand visibility within the ever-growing outdoor industry in WNC, let's talk. The 2022 Get in Gear Fest has in-kind, a la carte, and custom sponsorship opportunities available.



Asheville Adventure Company



ENO; photo by Cherisha Hawkins

On site attendance:

2019 - 1,000 attendees, 40 exhibitors

2022 - est. 1500-2000 attendees, 65 exhibitors
























Attendees include Outdoor Industry professionals, outdoor enthusiasts, young families, emerging professionals and experts.

Professional photographers, content creators and outdoor gear and lifestyle influencers will be on site capturing the days events.

OGB Member companies have a combined reach of over 4 million followers across social channels.



Benefits	Presenting \$8,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Community \$500
Title Sponsor, <i>GIGF</i> <i>Presented by:</i>					
Logo on all GIGF Merchandise					
Annual OGB Title Sponsor					
Option to Sponsor Event Area					
Logo on print & digital advertising <i>*sizing corresponds to level</i>					
Banner placement on-site <i>*banner provided by Sponsor</i>					
Logo included on Collective Banner					
"On stage" recognition from MC					

Benefits	Presenting \$8,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Community \$500
Dedicated Social Media Posts					
Logo and link on event website <i>*sizing corresponds to level</i>					
Opportunity to place promo material in swag bags					
On-site Brand Activation Space	CUSTOM	20x20	10x20	10x10	TABLE
Friday Night VIP Event/Press Campout Passes	CUSTOM	7	5	2	1
Annual OGB Supporting Membership					
Opportunity to Engage OGB Members Through Year					
Inclusion in post-event newsletter					

Presenting Sponsor: \$8,000

- Title Sponsor, Get in Gear Fest at Camp Rockmont, Presented by {Your Company}
- Brand logo on all GIGF Merchandise (TBD)
- Annual OGB title sponsor with log placement and recognition on all OGB communications
- Opportunity to sponsor an event area (ex. Parking sponsored by_____, beer garden sponsored by_____)
- Company logo included as top level placement on all print and digital advertising, event assets and signage
- Banner placement in high visibility area on site (*banner provided by sponsor)
- Recognition and thanks a minimum of 3x throughout the event from on stage
- Inclusion in minimum of 3 social media posts promoting sponsor; with at least 2 dedicated posts promoting sponsorship with mutually agreed upon copy and images
- Logo and link on event website- Top level logo placement
- Custom-sized on-site activation space at the event *setup and activations to be provided by sponsor
- Tickets for Friday night VIP Event/Press cookout and campout with exclusive access to vendors, OGB member brands and companies as well as national media
- VIP parking for the event
- Annual OGB Supporting membership & opportunity to engage OGB members throughout the year
- Inclusion in pre and post-event newsletter to all attendees est. 1500
- Opportunity to place promo materials in swag bags (min. _____ qty)
- Opportunity to present a custom workshop or presentation to OGB members
- *Additional opportunities available*

Platinum Sponsor: \$5,000

- Opportunity to sponsor an event area (ex. Music/Stage sponsored by _____).
- Company logo, large size, included on all print and digital advertising, event assets and signage
- Banner placement in high visibility area on site (*banner provided by sponsor)
- Recognition and thanks a minimum of 3x throughout the event from on stage
- Inclusion in minimum of 3 social media posts promoting the event; with at least 1 dedicated post promoting sponsorship with mutually agreed upon copy and images
- Logo and link on event website
- 20x20 on-site activation space at the event *setup and activations to be provided by sponsor
- 7 tickets for Friday night VIP Event/Press cookout and campout with exclusive access to vendors, OGB member brands and companies as well as national media
- VIP parking for the event
- Annual OGB Supporting membership & opportunity to engage OGB members throughout the year
- Inclusion in pre and post-event newsletter to all attendees est. 1500
- Opportunity to place promo materials in swag bags (min. _____ qty)
- Opportunity to present a custom workshop or presentation to OGB members
- *Additional opportunities available*

Gold Sponsor: \$2,500

- Company logo, medium sized, included on all print and digital advertising, event assets and signage
- Large company logo included on collective event banner on site in prominent locations
- Recognition and thanks a minimum of 3x throughout the event from on stage
- Inclusion in minimum of 3 social media posts promoting sponsor; with at least 2 dedicated posts to sponsorship with mutually agreed upon copy and images
- Logo and link on event website
- 10x20 on-site activation space at the event *setup and activations to be provided by sponsor
- 5 tickets for Friday night VIP Event/Press cookout and campout with exclusive access to vendors, OGB member brands and companies as well as national media
- VIP parking for the event
- Annual OGB Supporting membership & opportunity to engage OGB members throughout the year
- Inclusion in pre and post-event newsletter to all attendees est. 1500
- Opportunity to place promo materials in swag bags (min. _____ qty)
- *Additional opportunities available*

Silver Sponsor: \$1,000

- Company logo, small sized, included on all print and digital advertising, event assets and signage
- Medium sized company logo included on collective event banner on site in prominent locations
- Collective recognition and thanks from on stage at least once during the event
- Social media recognition in collective sponsor post
- Logo and link on event website
- 10x10 on-site activation space at the event *setup and activations to be provided by sponsor
- 2 tickets for Friday night VIP Event/Press cookout and campout with exclusive access to vendors, OGB member brands and companies as well as national media
- VIP parking for the event
- Annual OGB Supporting membership & opportunity to engage OGB members throughout the year
- Inclusion in post-event newsletter to all attendees est. 1500
- *Additional opportunities available*

Community Sponsor: \$500

- Company logo, small sized, included on all print and digital advertising, event assets and signage
- Small sized company logo included on collective event banner on site in prominent locations
- Collective recognition and thanks from on stage at least once during the event
- Social media recognition in collective sponsor post
- Text listing of company on event website
- Logo and link on event website
- Table space at the event *setup and activations to be provided by sponsor
- 1 ticket for Friday night VIP Event/Press cookout and campout with exclusive access to vendors, OGB member brands and companies as well as national media
- VIP parking for the event
- Annual OGB Supporting membership & opportunity to engage OGB members throughout the year
- Inclusion in post-event newsletter to all attendees est. 1500
- *Additional opportunities available*

A group of people are gathered around a campfire at night. The fire is the central light source, illuminating the people's faces and the surrounding area. The background shows a dark sky with some clouds and the silhouettes of trees. The overall mood is cozy and social.

Thank you!

To become a sponsor or to tailor your sponsorship,
contact Brad Taylor at Brad@outdoorgearbuilders.com