



Southern Appalachian Historical Association

HORN IN THE WEST OUTDOOR DRAMA
HICKORY RIDGE LIVING HISTORY MUSEUM

2024 SPONSORSHIP PACKET

Connect Your Brand with *Horn in the West*: A Legacy of History and Entertainment!

For over seventy remarkable years, *Horn in the West* Outdoor Drama has stood as a beacon of North Carolina tradition. This incredible production, steeped in the rich tapestry of the American Revolutionary War and Watauga County, is not only one of the oldest outdoor dramas in the nation—it's a testament to the unwavering spirit of the High Country. It all began in 1952 when our community united their talents and resources to tell the story of our Western Carolina heritage. Today, *Horn in the West*, affectionately known as '*The Horn*,' stands tall as one of the High Country's most cherished attractions, drawing visitors from every corner of the globe. Through poignant storytelling, we honor the courage and sacrifice of the Blue Ridge Mountain people during this pivotal period of American history.

Your Sponsorship: A Bold Step into History and Opportunity!

By becoming a sponsor, you're not only supporting the nation's oldest Revolutionary War outdoor drama, but you're also aligning your brand with the oldest tourist attraction in Boone. This invaluable partnership grants you access to a vast audience of potential customers. Each sponsorship level brings its own unique benefits, designed to spotlight your commitment to the heritage and history of the High Country. From enhanced visibility to exclusive experiences, we offer a range of opportunities to suit every brand.

Empowering Education through SAHA: Sharing the Stories of Our Past!

Your generous support extends beyond the stage. It fuels the Southern Appalachian Historical Association (SAHA) in its mission to demonstrate and educate about life in the 1700s through educational programs and events at Hickory Ridge History Museum. Together, we're not just preserving history; we're ensuring it lives on in the hearts and minds of generations to come.

Join Us in 2024: Let's Create History Together!

Thank you for considering sponsorship with us. We eagerly anticipate welcoming you and your guests to the enchanting world of *Horn in the West* in 2024. Together, let's craft an enduring legacy of history, heritage, and High Country pride.

For more details on sponsorship levels and the incredible benefits they bring, please refer to the breakdown below.

Our souvenir program is large, measuring 8.5” x 11”. All souvenir programs are full color, full page prints. In it, guests will read cast and crew biographies, historical essays about the characters in the drama, and more. Sponsorships are spread throughout the program at the marketing coordinator’s discretion. Full Page ads are seen first, followed by half page ads.

DEADLINES:

Sponsorship Payment: April 1st, 2024

Ad Graphics Provided* by: April 15th, 2024

Sponsorship Level	Cost	Program Listing	Perks
Level 1 “High Country Patriot”	\$5,000+	FULL Page Color Ad in 2024 Show Program Banner Display	30 Premier Seating Tickets 10 VIP Opening Night Tickets - Dan’l Boone Inn Dinner Included 1 Museum Corporate Partner Season Pass 5 Sponsor T-Shirts Social Media Shoutout Website Shoutout with Backlinks Sponsorship Announcement at every weekend show
Level 2 “Watauga Settler”	\$2,500	FULL Page Color Ad in 2024 Show Program Banner Display	20 Premier Seating Tickets 4 VIP Opening Night Tickets - Dan’l Boone Inn Dinner Included 1 Museum Corporate Partner Season Pass 3 Sponsor T-Shirts Social Media Shoutout Website Shoutout with Backlinks Sponsorship Announcement at every weekend show
Level 3 “Appalachian Trailblazer”	\$1000	1/2 Page Full Color Ad in 2024 Program	10 Premier Seating Tickets 2 VIP Opening Night Tickets - Dan’l Boone Inn Dinner Included 1 Museum Corporate Partner Season Pass 2 Sponsor T-Shirts Social Media Shoutout Website Shoutout with Backlinks
Level 4 “Boone Booster”	\$500	1/4 Page Full Color Ad in 2024 Program	4 Premier Seating Tickets 2 VIP Opening Night Tickets - Dan’l Boone Inn Dinner Included 1 Museum Corporate Partner Season Pass Social Media Shoutout Website Shoutout with Backlinks
Level 5 “Pioneer”	\$250	Full Color Logo in Program	2 Premier Seating Tickets Social Media Shoutout Website Shoutout with Backlinks

Banners: Banners will be the sole expense and responsibility of SAHA and will be displayed the entire season. The banner measures 96” x 36” and is reusable for future seasons. Graphics for the banner will be due by March 31, 2024.

*Send all graphics to horninthewesthickoryridge@gmail.com with the subject line “AD GRAPHICS - YOUR BUSINESS NAME”

Additional Sponsorship Options	Cost	Program Listing	Perks
Concessions Sponsor	\$10,000	FULL Page Color Ad in 2024 Show Program Banner Display at top of "house"	Your logo prominently displayed on cups and containers used for beverages and food items sold Signage at the concession stand and banner at concessions stand Exclusive branding rights for the concession stand during the event, ensuring that your logo and messaging are highly visible to attendees Opportunity to showcase or offer products or promo materials at the concession stand Full Page Ad in 2024 Show Full Color Program 30 Premier Tickets for the 2024 Season 6 VIP Opening Night Tickets 5 Sponsor T-Shirts 1 Museum Corporate Partner Season Pass Social Media shoutout Website Shoutout with Backlinks on our Sponsor Page Sponsorship Announcement at every show
VIP Opening Night Sponsor ONLY 2 SPOTS AVAILABLE	\$5,000	FULL Page Color Ad in 2024 Show Program	Promo items with every VIP Opening Night Dinner Promo items at each VIP table Promo items at each VIP Seat 10 VIP Opening Night Tickets + Dinner 1 Museum Corporate Partner Season Pass Social Media and Website Shoutout with Backlinks Sponsorship Announcement at Opening Night Show

Banners: Banners will be the sole expense and responsibility of SAHA and will be displayed the entire season. The banner measures 96" x 36" and is reusable for future seasons. Graphics for the banner will be due by March 31, 2024.

Cups and Containers: Cups and containers will be the sole expense and responsibility of SAHA and will be used the entire season. Concessions sponsor logo will be displayed on one side of the container, and SAHA logo will be displayed on the opposing side.

*Send all graphics to horninthewesthickoryridge@gmail.com with the subject line "AD GRAPHICS - YOUR BUSINESS NAME"



Southern Appalachian Historical Association

HORN IN THE WEST OUTDOOR DRAMA
HICKORY RIDGE LIVING HISTORY MUSEUM

SPONSORSHIP ACKNOWLEDGEMENT

A portion of your sponsorship may be tax-deductible. Please contact your tax advisor.

Sponsor Name: _____

Sponsor Signature: _____

Address: _____

Phone: _____

Email: _____

Sponsorship Level: _____ \$ _____

~ Please remit this form with payment ~

Make checks payable to and mail to:

SAHA, INC.
PO BOX 295
Boone, NC
28607

Submit payment to PayPal by scanning the below QR code. Please include your business name and sponsorship level in the memo.



Full Page 8" x 10.5"

Half page
8" x 5.25

Quarter page
4" x 5.25"
vertical or
horizontal

Eighth Page
4" x 2.5"
vertical or
horizontal