



**CHRISTMAS  
IN JULY**  
*Festival*

February 15, 2024

Dear Business Leader,

We are celebrating the Christmas in July Festival. It's a homecoming – both for friends and family returning to Ashe County and for the friends we will meet this year. Voted *Carolinas' Finest* by Carolina Country magazine, we have something for everyone.

Year thirty-six marks a return to our origins with a focus on local food vendors and crafters. Additionally, almost every band has a tie to the high country. We want you to join in the celebration with your sponsorship of the Festival. Regardless of your level of sponsorship, we know you will want to be part of the celebration on Jefferson Avenue and Main Street.

The Festival will kick off Friday afternoon, July 5, with a food and entertainment only event, followed by a full day of fun on Saturday, July 6, when craft vendors, non-profit organizations, and a children's area will be added to the festivities.

Attended by thousands of people from Ashe and surrounding counties, your business will receive maximum exposure. There is no better way to create awareness of your business while at the same time showing commitment to your community.

Please review the attached Sponsorship Packages to determine which level is best for you. Payment can be made with a check or credit card. We think you will agree that this is a great opportunity for your business, and once you decide to become a sponsor, we ask for your commitment by **April 1st and payment by April 15<sup>th</sup>**.

If you have questions, a Festival representative will be happy to speak with you. Contact us at [cijfestival@gmail.com](mailto:cijfestival@gmail.com), or visit our website [www.christmasinjulyfestival.com](http://www.christmasinjulyfestival.com)

Please join us with your sponsorship of Christmas in July. We look forward to hearing from you.

Christmas in July Festival Board of Directors

***Ashe County's Christmas in July Festival 2024***  
***P.O. Box 490, West Jefferson, NC 28694***