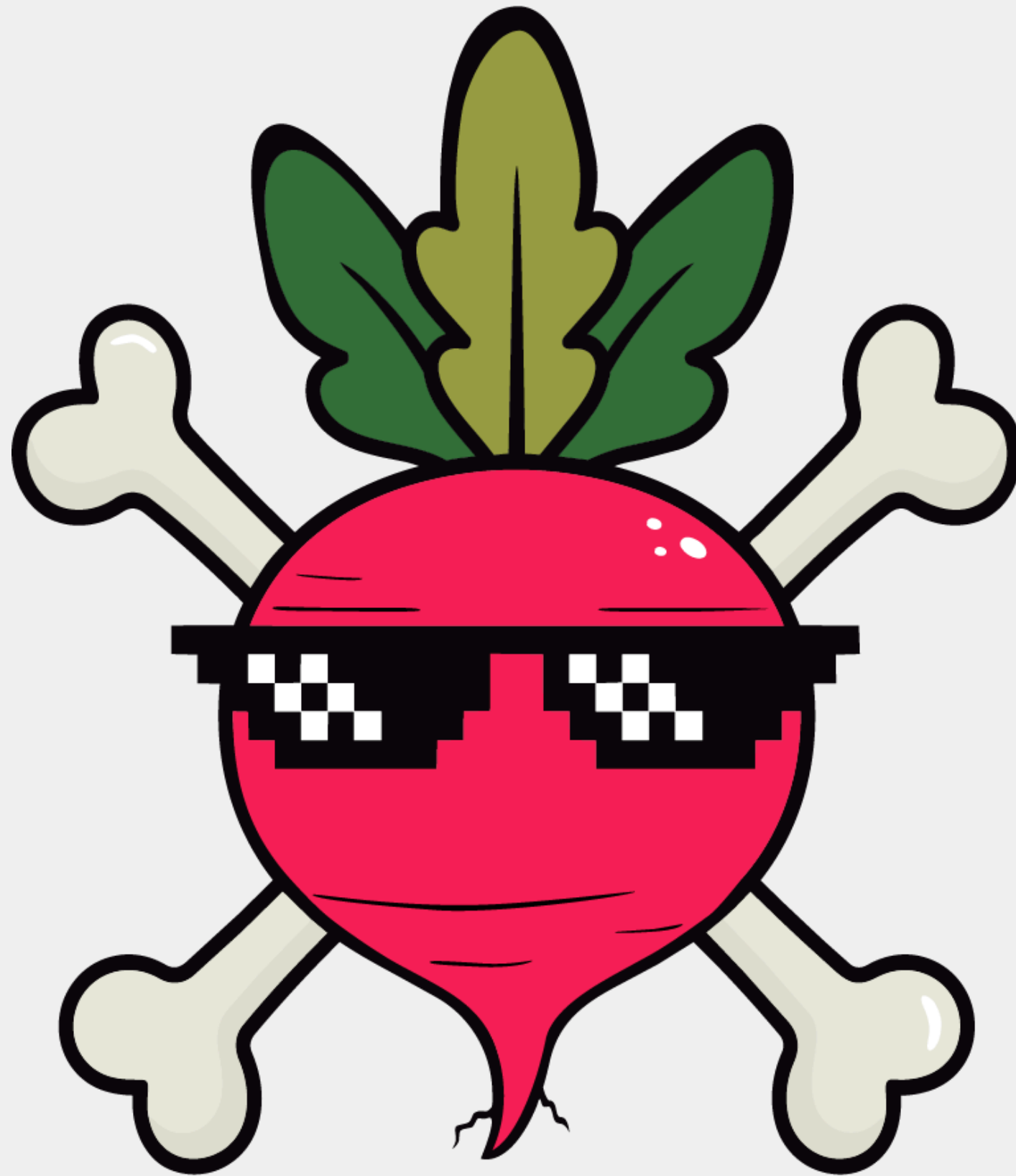


# RADISH FEST

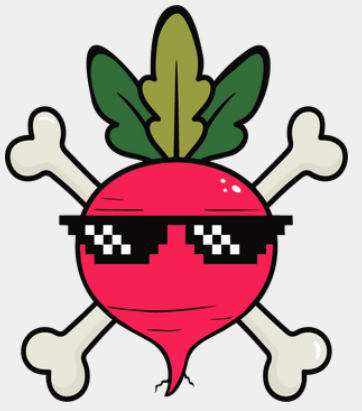
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*ROOTED IN COMMUNITY*

*ASHEVILLE, R.A.D.*

# WHAT IS RADISH FEST?!



Picture local artists showcasing their masterpieces alongside live talented musicians, all set against the backdrop of our iconic music venue, the Grey Eagle. There'll be a handful of workshops, immersive installations, live painting and vendors that will offer opportunities for attendees to learn new skills, engage with artists and perhaps get inspired. With bites from the Grey Eagle Taqueria amongst a variety of local cuisine to provide your taste buds with some diversity, Radish fest. Our commitment to sustainability ensures that we leave only footprints and take away cherished memories

Come join us in this exciting endeavor to create a festival that is not just an event, but a memorable experience for the locals by the locals. Whether you're an artist, a musician, or someone who simply loves the magic of art and music, there's a place for everyone at Radish Fest!

# GOAL & VISION

The goal is to create a thriving creative hub within the enchanting atmosphere of our iconic music venue, the Grey Eagle. We're teaming up to create a festival by locals for locals that includes engaging activities for all ages from vendors to entertainment.

These elements will provide attendees with opportunities to support local artists, connect with locals or tourists, and find inspiration throughout the one day festival. This festival will ensure that every voice is heard and every form of artistic expression is celebrated. For food, we plan to feature the Grey Eagle Taqueria alongside diverse local bites to offer a rich array of flavors that will delight your palate.



# ATMOSPHERE



# SCHEDULE

## DATE

**SATURDAY,  
SEPTEMBER 12, 2026  
12 PM - 11 PM**

## LOCATION

**THE GREY EAGLE**

# ZONES

## VENDORS

- ARTISTS
- LOCAL GOODS
- FOOD VENDORS
- MERCH (Inside GE)

## ENTERTAINMENT

- LIVE PAINTING
- IMMERSIVE ART
- STAND UP COMEDY
- PERFORMANCES
- UHAUL ART SHOW
- WORKSHOPS

# SPONSORSHIP TIERS

## COMMUNITY SPONSOR — \$300

- Logo on event poster & digital flyer
- Mention in social media announcements
- Name inclusion on event page

## FEATURED SPONSOR — \$600

- All Community Sponsor benefits
- On-site table or activation space
- Logo on printed signage at venue
- 2 complimentary event tickets

## PRESENTING SPONSOR — \$1,000

- Premium on-site booth placement
- Stage shoutouts during event
- Featured placement in social media posts
- 4–6 complimentary tickets

## MARKETING & REACH

- Social media promotion (Instagram, TikTok, Facebook)
- Local event listings and Asheville community calendars
- Artist-driven promotion (each act promotes to their audience)
- Partner venue promotion (brewery + collaborators)

## PARTNERSHIP FLEXIBILITY

We are open to custom sponsorship arrangements including:

- Product-based sponsorships (beer, coffee, goods, etc.)
- Partial in-kind support
- Co-branded activations



Our goal is to create a mutually beneficial local partnership.

Email: [Your Email]

Phone: [Your Phone]

We'd love to discuss how your business can be part of RADISH Fest and connect with Asheville's local music and arts community.

# Core Expenses

**Talent (Artists):** \$2,000-\$20,000+

- **Headliner:** \$3,000-\$10,000
- **Mid-tier acts (2-3):** \$500-\$2,000 each
- **Local/openers:** \$100-\$500 each

## Bottom Line:

- **Bare minimum viable festival:** \$12,000
- **Realistic, solid event:** \$18,000-\$30,000
- **Polished event with headliner:** \$30,000+

## The biggest swing factors are:

- Talent cost
- Production quality

# ART TEAM

## CURATING THE ARTISTIC VISION AND ENVIRONMENT

### THIS INCLUDES:

- Visual art
- Installations (Immersive Alley)
- Live painting (2 Live painters)
- Interactive experiences (Bear Costume)
- Vendors (13 Vendors)
- Performance acts (Stand Up, Puppets, Spoken Word)
- Workshops (One Village WNC Tent)

# MUSIC TEAM

## CURATING THE SOUND OF THE FESTIVAL

### THIS INCLUDES:

- Talent Booking
- Talent management
- Sound and lighting for all stage performers
- Performance acts (Stand Up, Puppets, Spoken Word)

# TALENT

## HEADLINER:

- Tuba Skinny

## SECOND LINER:

- TBD

## OPEN LINERS:

- Yesterdays Clothes,