



HIGH COUNTRY HERITAGE COLLECTIVE

BOONE TDA MARKETING SPONSORSHIP REQUEST

Doc Watson Live: A Hologram Concert
April 30, 2026

WHO WE ARE

The High Country Heritage Collective is a newly formed, non-profit organization dedicated to preserving and celebrating the rich cultural and musical heritage of Western North Carolina. Our mission is to honor the legends who have shaped our region's identity by creating innovative, community-focused events that educate and inspire new generations. We aim to use modern technology and creative programming to make our history accessible and engaging, ensuring that the stories and sounds of the High Country continue to resonate.

EVENT OVERVIEW

Doc Watson Live is a groundbreaking hologram concert scheduled to take place at the historic Horn in the West amphitheater. This unique event will bring the legendary Doc Watson back to the stage in a lifelike, full-scale hologram performance, accompanied by a drone show, a live band of acclaimed bluegrass and folk musicians. The evening will be a tribute to Doc's enduring legacy, featuring a curated setlist of his most beloved songs and storytelling moments. The event will not only be a concert but a cultural experience, offering a chance for both longtime fans and new audiences to witness one of America's greatest musicians in an unforgettable setting.

Expected Attendance: 2,500 (sell out show)

Expected Overnight Stays: ~1,250

Based on the event's unique offerings and broad appeal to audiences, we anticipate that the event will sell out the Horn in the West amphitheater. As a first-year event, our estimate is informed by similar destination-specific concerts and cultural events that draw a significant percentage of overnight guests.

MARKETING TACTICS

Our marketing strategy is a multifaceted approach that combines targeted digital advertising with high-impact print placements to reach both local and regional audiences.

DIGITAL ADVERTISING

- Meta & Youtube, E-Newsletters
- Geographic Targets: Boone, Raleigh, Wilmington, Charlotte, DC, Roanoke, and Nashville. These cities are selected for their strong bluegrass and folk music communities, as well as their accessibility to Boone.

PRINT ADVERTISING

- Full-page advertisements in Blue Ridge Outdoors, Bluegrass Unlimited Magazine, and Our State Magazine.
- These publications have a dedicated readership that aligns perfectly with our target audience of outdoor enthusiasts, music lovers, and North Carolina culture aficionados.



DOC WATSON LIVE: A HOLOGRAM CONCERT

SPONSORSHIP PACKAGES

PRESENTING SPONSOR - \$10,000

- Logo placement on all event marketing materials, including advertisements, press releases, merchandise, posters, and on the official event website.
- Social Media recognition on all posts and two dedicated posts to link back to the Explore Boone website
- Stage recognition before the show with the Explore Boone logo displayed on holo-screens and a pre-show shout-out from organizers.
- 20 VIP tickets & Merchandise
- 2 Tickets to Meet and Greet with Doc's Hologram

SPONSOR - \$5,000

- Logo placement on the event poster, merchandise, and the official event website.
- One dedicated post that links back to the Explore Boone website
- A banner to be displayed below the stage
- 10 VIP tickets & Merchandise

SUPPORTER - \$2,500

- Logo placement on the event poster and the official event website
- One group social media post to recognize all supporters
- A banner to be displayed at the ticket office
- 5 VIP tickets & Merchandise

SPONSORSHIP REQUEST

\$10,000 for Marketing the event

This represents 15% of the total event budget

LOCAL IMPACT

Other than the substantial revenue expected for local hotels and cabins with overnight stays, the event is expected to inspire consumer spending at local eateries, shops, breweries, and at the farmers market where the event is located. Additionally, approximately 40 local crew members will be hired for temporary positions related to the event.

TDA IMPACT

Without the TDA's crucial funding, the scope of our marketing campaign would be reduced. We would eliminate our print advertising placements, which are vital for reaching a dedicated and established demographic of potential attendees. This would likely result in a lower-than-projected attendance, a reduced number of overnight stays, and a diminished impact for the community.