



# WILCO POW WOW



**SPONSORSHIP  
PACKET**





# TEAM MEMBERS

**Cindy Yahola, President**  
**Deborah Alcorn, Vice President**  
**Ashley Wagener, Secretary/Treasurer**

## Board Members

Sara Yahola  
Shirley Sartain  
Duane Allison  
Virgil Alcorn

## CONNECT

**@WilCoPowWow**



**Contact: Cindy Yahola**  
**mtjulietpowwow@gmail.com**  
**615-512-0952**



Community Partners,

We are so excited for the newly re-branded and re-imagined WilCo Pow Wow to be returning to the Wilson County Fairgrounds in September of 2024! Previously known as the Mt. Juliet Pow Wow, the 2024 event will feature more entertainment offerings, vendors, and spectators than ever before, in the only venue in Wilson County that can house a cultural festival of this magnitude - the James E. Ward Agricultural Center in Lebanon, TN.

The event, which annually welcomes 5,000+ attendees, has recently collaborated with the Wilson County Convention and Visitor's Bureau to launch marketing efforts spanning the nation as cultural festivals are on the rise in the U.S. Our marketing efforts target spectators who attend cultural festivals and events around the nation, as well as those wishing to seek family-centric entertainment and events that are entertaining and educational for visitors of all ages.

We are excited to partner with businesses and leaders in our community like you to bring this culturally relevant, educational and family friendly event to Wilson County every year. Thank you for your partnership, your support, and your dedication to Wilson County's history and future!



**Middle Tennessee Pow Wow, Inc.**  
**is a 501(c)(3),**  
**non-profit**  
**organization.**

**Sponsorships and**  
**donations are**  
**tax-exempt.**



# **WILCO POW WOW**

**SEPTEMBER 28TH-29TH, 2024**  
**WILSON COUNTY FAIR GROUNDS**

## **ABOUT**

The WilCo Pow Wow began in 1991 when a local, Wilson County man with Native American heritage dreamed of educating his community in Native American culture. This man, Don Yahola, and his family have worked hard to produce an authentic Pow Wow experience that brings awareness to the rich Native American culture and heritage found not only in Tennessee but throughout our nation. The success of the then-named “Mt. Juliet Pow Wow” outgrew its humble beginnings at Suggs Creek Saddle Club in Mt. Juliet and was moved to the Wilson County Fairgrounds in 1991 where we are proud to say we will host the Pow Wow once again in September of 2024!

The newly re-imagined and re-branded “WilCo Pow Wow” will be bigger than ever in 2024, featuring over 100 Native American dancers and drummers, authentic Native American food, arts, crafts and entertainment activations such as pottery making, weaving and tomahawk throwing. We are excited to partner with the Wilson County Convention and Visitor’s Bureau to reach a wider audience expanding throughout the U.S., and to put our Wilson County Native American history on a nation-wide stage.

Join us as a spectator, a sponsor, a member of our community as we “feel the drums” in an experience unlike any other.

Welcome to the WilCo Pow Wow!

## **ENTERTAINMENT OFFERINGS**

**Aztec Dancers**  
**Instrumentalists**  
**Hoop Dancers**  
**Tomahawk**  
**Throwing**  
**Horse Hair Pottery**  
**Weaving**  
**Drumming**  
**Inter-tribal Dancing**  
**Native American**  
**Food**  
**Face Painting**  
**Story-tellers**  
**And More!!**

**\*Entertainment Offerings Subject to Change  
based on weather and availability\***



# WILCO POW WOW



**SPONSORSHIP**

	PRESENTING SPONSOR \$15,000	ARENA SPONSOR \$10,000	ACTIVITY SPONSOR \$5,000	AWARD SPONSOR \$1,500	T-SHIRT SPONSOR \$500	FRIENDS OF THE POW WOW \$100
Name on WilCo Pow Wow Title	✓					
Free 10x10 booth space	✓	✓				
Name and Logo in Printed Publicity	✓	✓	✓			
Name and Logo on Arena Banner		✓				
Your Brochures displayed at the Information Booth	✓	✓	✓	✓		
Public Acknowledgement in the main arena	✓	✓	✓	✓		
Business listed in WilCo Pow Wow 'Thank You' Advertisement	✓	✓	✓	✓		
Name and Logo displayed on Pow Wow website	✓	✓	✓	✓	✓	✓
10 Free Admission tickets to the WilCo Pow Wow	✓					
5 Admission tickets to the WilCo Pow Wow		✓				
Logo on Event t-shirt	✓	✓	✓	✓	✓	
One Sign located at Activation Site			✓			
Recognition at award ceremony during presentation of trophy				✓		
Name and Logo on Sponsor banner	✓	✓	✓	✓		



Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Yes, I'll be a:

- \_\_\_ Presenting Sponsor: \$15,000
- \_\_\_ Entertainment Sponsor: \$10,000
- \_\_\_ Activity Sponsor: \$5,000
- \_\_\_ Award Sponsor : \$1,500
- \_\_\_ T-shirt Sponsor: \$500
- \_\_\_ Friend: \$100

\_\_\_\_\_  
Donor or Business Representative's Signature

\_\_\_\_\_  
Date

Please Make Checks Payable to: Middle Tennessee Pow Wow, Inc

Email Completed Forms to: [mtjulietpowwow@gmail.com](mailto:mtjulietpowwow@gmail.com)

Mail to: 213 Maple Hill Road, Lebanon, TN 37087