

Heritage Alliance of NE TN & SW VA  
212 E. Sabine Drive  
Jonesborough, TN 37659

Greetings,

My name is Megan Cullen Tewell and I am the Programming Coordinator at the Heritage Alliance. The Heritage Alliance is excited to announce our second annual “Taste of Tennessee” event, which will take place on **Saturday, June 18, 2022** in downtown Jonesborough.

“Taste of Tennessee” is an all-day festival celebrating Appalachian food and foodways, including the history and culture of the region’s cuisine. “Taste of Tennessee” debuted in 2020, although we were forced to transition to an all-virtual format due to the COVID-19 pandemic. Similarly, the pandemic compelled us to cancel the festival in 2021 in the best interest of public health. However, we are excited to confirm that this year, the festival will be in person! And we are confident that the festival will be a great success. In 2020, we welcomed almost 4,000 online attendees who participated in our special sessions, cooking classes, tours, demos, guest lectures/panels, and more! Not to mention the numerous local farmers, chefs, reenactors, scholars, and more who contributed to our dynamic program.

To attract an even wider, and larger, audience this year, we are asking local businesses to consider contributing to “Taste of Tennessee” as a sponsor. “Taste of Tennessee” is a great opportunity to showcase local establishments, especially those in the food and beverage industries (restaurants, breweries, food markets, gift shops, etc.). Such events increase visitation and spending in downtown Jonesborough, benefiting local merchants and vendors alike. The festival features other aspects of Appalachian foodways, including agriculture/farming, art, history, culture, and more.

The name and/or logo of sponsors will appear in event publications, including press releases, signage, programs, and more. Sponsorships can include financial donations (please see below) or donations of goods/services, including products and gift cards. If you choose to support the event by becoming a sponsor, please return the inserted “Sponsor Card” or complete your sponsorship registration online.

We are excited to welcome local residents and visitors alike to this unique celebration, one that highlights the fantastic legacy and influence of Appalachian foodways. And we are especially grateful for your support as we work to make “Taste of Tennessee” something truly special.

Best,

Megan Cullen Tewell  
Programming Coordinator

**“Taste of Tennessee” Sponsorship Card**

*Please submit your pledge to the Heritage Alliance*

You can register for a sponsorship via mail, online, or in-person!

**Name:** \_\_\_\_\_

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

**Phone Number:** \_\_\_\_\_

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

**Pledge Amount:**

- |                                |                                       |
|--------------------------------|---------------------------------------|
| <input type="checkbox"/> \$100 | <input type="checkbox"/> \$500        |
| <input type="checkbox"/> \$200 | <input type="checkbox"/> \$500+       |
| <input type="checkbox"/> \$300 | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> \$400 |                                       |

**Check this box if you wish for your pledge to remain anonymous.**

**Check this box if you require a donation receipt.**

You may also complete your sponsorship pledge online at: <http://www.heritageall.org/get-involved/donate/>. Remember to include your information and contact details in the section marked: "Add special instructions to the seller."

Or complete your sponsorship pledge in-person at the Heritage Alliance offices, located at 212 E. Sabine Drive, Jonesborough, TN 37659.

**Prefer to contribute a good or service, such as a product or gift card? Please contact the Heritage Alliance directly at (423) 753-9580 or [info@heritageall.org](mailto:info@heritageall.org).**

Additional donations are always welcome!

*Questions or comments? Contact Megan Cullen Tewell (Programming Coordinator) or Anne G'Fellers Mason (Executive Director) for more information.*