



OCTOBER 9-10, 2026 | ELKIN, NC

ABOUT MILLTOWN GET DOWN

Now held in the heart of Downtown Elkin, Milltown Get Down builds on the legacy of Reevestock while expanding its reach, visibility, and economic impact. The festival's name honors Elkin's proud textile heritage—once home to Chatham Manufacturing, one of the largest blanket producers in the world—and reflects the hardworking, creative spirit that still defines our town today.

With thousands of attendees filling downtown Elkin, the festival transforms downtown into a high-energy destination weekend—driving foot traffic, increasing overnight stays, and creating meaningful exposure for the businesses and brands that make this community thrive. Milltown Get Down is more than a music event; it's a catalyst for connection, commerce, and celebration.

Milltown Get Down remains committed to:

- Bringing nationally and regionally recognized live music to Elkin
- Supporting local businesses and nonprofits
- Creating a high-quality cultural experience that elevates our community

Music belongs in the middle of everything—and now it is.

As a sponsor, you're not just supporting a festival. You're investing in tourism growth, economic development, community pride, regional brand visibility & so much more.

1,200+

2025 TICKETS SOLD

26 % Out-of-Town Attendees

800+

EMAIL
SUBSCRIBERS

5,400+

SOCIAL MEDIA
FOLLOWERS

1.5 M

PAID SOCIAL MEDIA
IMPRESSIONS

Across last year's festival campaign, we delivered over 1.5 million paid media impressions, generating significant audience reach through highly targeted social and programmatic advertising campaigns. Our media placements also ran across premium music and regional news outlets, including [AmericanSongwriter.com](https://www.americansongwriter.com), [CharlotteObserver.com](https://www.charlotteobserver.com), and [SouthernLiving.com](https://www.southernliving.com), aligning the festival with trusted, culturally relevant brands.

NOTABLE PAST ARTISTS



MARCUS KING



WATCHHOUSE



TODD SNIDER



SHADOWGRASS



GABE LEE



THE NUDE PARTY



KEEP IN TOUCH



PO Box 721 ELKIN, NC 28621



MILLTOWNGETDOWN@GMAIL.COM



MILLTOWNGETDOWN.COM



@MILLTOWNGETDOWN



SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORS **\$10,000 INVESTMENT**

Receive top billing as the Presenting Sponsor, with prominent recognition across all festival materials and festival banners, along with premium benefits.
50 VIP Festival Tickets Included.

STAGE SPONSORS **\$5,000 INVESTMENT**

As the exclusive sponsor of one of our stages throughout the weekend, your brand will take center stage with prime visibility and recognition throughout the festivals performances.
Exclusive Logo recognition on banners on selected stage.

River Stage, Creek Stage, Reeves Theater Stage, Elkin Railyard Pickin' Station
20 VIP Festival Tickets Included.

PLATINUM SPONSOR **\$2,500 INVESTMENT**

Sponsor a specific area such as the Kids Area, Beer Tent, or Artists Green Room. Includes placement on the festival banner. See special opportunities below!
10 VIP Festival Tickets Included.

Available Platinum Sponsor Areas

- Kids Activity Area
- VIP Bar, VIP Food, VIP Lounge
- Artist Green Room Sponsor
- Artist Backstage Sponsor
- Got another idea? Chat with us!

GOLD SPONSOR **\$1,000 INVESTMENT**

Enjoy significant logo visibility and recognition on prominent banners at the festival and on promotions for the festival.
8 General Admission Festival Tickets Included

SILVER SPONSOR **\$500 INVESTMENT**

Enjoy significant logo visibility and recognition on banners at Milltown Get Down.
4 General Admission Festival Tickets Included

BRONZE SPONSOR **\$250 INVESTMENT**

Get involved as a Bronze Sponsor with 2 general admission tickets and inclusion on the festival sponsor banners throughout the festival weekend.

READY TO SPONSOR?

ACCEPTED PAYMENT METHODS:

- CHECK (PO BOX 721 ELKIN, NC 28621)
- CASH
- PAYPAL INVOICE (3% PROCESSING FEE)
- VENMO (@EXPLOREELKIN)

