



Arkansas

PIE FESTIVAL

April 16, 2022

www.arpiefestival.com

"Grab a Slice of the Natural State!"



ARKANSAS PIE FESTIVAL

Dear Friend,

Pie is one of the most beloved Southern foods, connected to some of our greatest nostalgic memories of home, family, holidays, and those special moments around the kitchen table. Quite simply put, "Who doesn't love pie?"

That's why we launched a statewide festival celebrating PIE in 2019! The event was such a success that the Arkansas Pie Festival will return following Covid-19 delays on **April 16, 2022** in Cherokee Village.

The festival will celebrate Arkansas's culinary history and culture and will give attendees an opportunity to sample delicious pies from across the state while supporting Arkansas businesses. The day will culminate with awards for the best pies and best professional, home chef, and student bakers in Arkansas.

Most importantly, the money raised goes to a great cause. Proceeds help support STEAM learning in our rural community for young people. From summer camps in areas like arts and robotics, to career exploration events, the Arkansas Pie Festival provides greater access to critical learning opportunities.

We believe this will grow to be one of the state's most popular food festivals and family events.

We are seeking festival sponsors and are excited to present you with the opportunity to join us for this unique event. This packet provides additional festival and sponsor information.

We hope that you will join us for the Arkansas Pie Festival on April 16, 2022!

Warmly,

Kat Robinson
Arkansas Pie Festival Co-Chair
Author, Food & Travel Writer

Jonathan Rhodes
Arkansas Pie Festival Co-Chair
Cherokee Village Community Developer

PO BOX 411
CHEROKEE VILLAGE, AR 72525
(870) 710-7081



about THE FESTIVAL

The Arkansas Pie Festival is a one-day event held annually on the third Saturday of April. This year's festival will be held on

April 16, 2022.

The event will commence at 10 am and end at 4 pm. We will feature 20 professional bakers from across Arkansas who will provide samples for festival attendees. Pies from our home chef and student bakers will also be on display and auctioned off for charity.

There will be awards for the best overall pie, best crust and filling, best fruit pie, cream pie and more. We will also have a People's Choice award selected by festival attendees.

year one stats



753 ATTENDEES



2,107 FOLLOWERS & GROWING



35+ MEDIA MENTIONS



\$5,300 RAISED FOR CHARITY



44 DEDICATED VOLUNTEERS

In addition to pie tasting, festival goers will enjoy live musical entertainment, a meet and greet with **Miss Arkansas 2021 Whitney Williams**, Arkansas Pie book signing with **Kat Robinson**, pie eating and throwing contests, shopping at the Arkansas **Pie Pop-Up Shop**, cooking demos and much more.





Cherokee Village Town Center



location **CHEROKEE VILLAGE**

The festival is hosted by the community of Cherokee Village in north central Arkansas near the Spring River and historic town of Hardy. Cherokee Village was founded in 1954 by Cooper Communities, who also built Bella Vista and Hot Springs Village, as the state's first master planned recreation community.

Located in the foothills of the Arkansas Ozarks, Cherokee Village encompasses 13,000 acres of wooded landscape and is home to seven lakes, two 18-hole golf courses, the South Fork River, recreation centers, parks and trails. Cherokee Village also boasts the Sharp County Regional Airport featuring a 5,200-foot airstrip to accommodate recreational and chartered flights.

Cherokee Village and the surrounding towns are well-known tourism destinations that help attract more than 435,000 tourists who annually spend more than \$115 million in travel-related expenditures in the Ozark Gateway Tourism Region.



Our FESTIVAL MISSION

- SPONSOR STEAM LEARNING
- SUPPORT ARKANSAS BUSINESS
- PROMOTE LOCAL TOURISM

2019 STEAM Partner - Arkansas Regional Innovation Hub
STEAM Roller Mobile Makerspace



SPRING RIVER INNOVATION HUB

Proceeds from the Arkansas Pie Festival will support our event partner, the Spring River Innovation Hub, a local 501(c)3 non-profit promoting entrepreneurship, small business innovation and opportunities for youth in Sharp, Fulton and Izard counties in north central Arkansas.



PROGRAMMING HIGHLIGHTS

- CREATE BRIDGES pilot grant
- One-on-one business counseling and classes
- Arkansas Artmobile sponsor
- Youth Camps - Robotics, Art, Entrepreneurship
- Shop Local & Spring River Farmers Market
- Women in Business monthly meetings

All cash and in-kind contributions from sponsors will be processed through the Spring River Innovation Hub and are tax deductible.

Visit innovatespringriver.org for more information about the Spring River Innovation Hub.

FOR MORE INFORMATION

Please visit www.arpiefestival.com, email us at info@arkansaspiefestival.com or call (870) 335-7409 for additional information or to become a festival partner.



Meet Our LEAD JUDGE & FESTIVAL CO-CHAIR



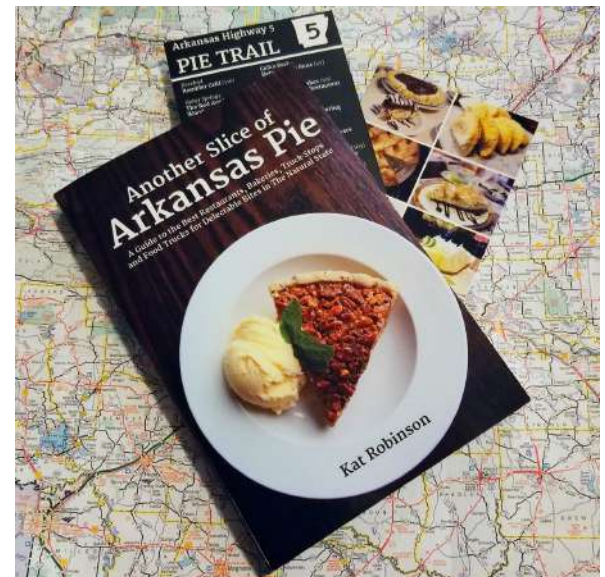
KAT ROBINSON

Arkansas Food and Travel Writer

We are excited to partner with Kat Robinson to produce this unique festival again following Covid in 2022. Kat is Arkansas's leading authority on pie having written two books on Arkansas Pie. In 2018, AETN premiered the documentary "Make Room For Pie: A Delicious Slice of the Natural State", telling Kat's Story of crisscrossing the state in search of Arkansas's best pies. Kat has visited hundreds of restaurants across Arkansas, sampling and cataloging pie along back roads, cities and small towns in every corner of the state. No one knows more about Arkansas Pie than Kat.



In addition to signing books and greeting festival goers, Kat is coordinating the festival's judging contest and recruiting professional contestants.



Along with her guides on pie and website "Tie Dye Travels," Robinson has written numerous books about the state's culinary culture, including "Classic Eateries of the Arkansas Delta" and "Classic Eateries of the Ozarks and Arkansas River Valley". Robinson also currently writes for Food Network and AY Magazine.

Special Guest Judges

WHITNEY WILLIAMS

Miss Arkansas 2021

We are excited to announce that Whitney Williams will join us for the 2022 Arkansas Pie Festival. Whitney was crowned Miss Arkansas in June 2021. Whitney is a Senior at the University of Arkansas, majoring in Speech Pathology, and is a member of the Razorback Majorettes.



REX NELSON

Arkansas Writer & Rural Advocate

We're excited that Rex Nelson will return as a pie festival judge in 2022! Nelson is one of the most high-profile writers and speakers in the state. As senior editor of the Arkansas Democrat-Gazette, he writes three columns a week and essays for the cover of the newspaper's Sunday Perspective section. He's also the author of three books and a popular blog known as Rex Nelson's Southern Fried.



STEVE SHULER

Arkansas Food Writer

Great news for Arkansas pie lovers! Steve Shuler is joining forces with us as a festival judge again this year. Steve Shuler is the senior writer for Rock City Eats, contributing writer for Brewed in Arkansas, and host and editor of the Little Rock Foodcast podcast series. He has covered the Central Arkansas food and beverage scene for five years. When he isn't working on food writing, he enjoys photography and videography, cooking, and experiencing Arkansas's natural beauty.



2022 NEW FESTIVAL FLAVOR

We're cooking up new ideas and festival additions for 2022.



- **Pie Day 5K event**
- **Shop Small, "Pie" Local Campaign**
- **Cooking Promos**
- **Expanded Activities for Youth**

Get the day started off right! Join us before the start of the festival for a family 5K race in Cherokee Village.

Visiting from out of town? Stay longer and check out all the Spring River area has to offer. Use your pie festival ticket and get exclusive deals at local restaurants, lodging, and retail businesses.

Learn to cook like the pros. Get tips and tricks from professional bakers at the festival with cooking demos.

This year's festival falls on a holiday weekend, so we want to make sure there's fun for the whole family. From STEM experiences with a mobile makerspace, love music, pie contests and Easter-themed activities, there's truly something for everyone at Arkansas Pie Fest.

All cash and in-kind contributions from sponsors will be processed through the Spring River Innovation Hub and are tax-deductible. Sponsors will be recognized at all festival events including the 5k.

FOR MORE INFORMATION

Please visit **www.arpiefestival.com**, email us at **info@arkansaspiefestival.com** or call **(870) 710-7081** for additional information or to become a festival partner.



Available PARTNERSHIP OPPORTUNITIES



BIG SLICE

\$5,000

Big Slice sponsor will receive top positioning on all festival marketing materials (poster, flyers, prints ads, radio, banners). They will also be recognized in statewide and regional press releases. *Big Slice* sponsor will also receive a framed commemorative AR Pie poster, 15 complimentary tickets, a Pie Festival gift basket and a VIP festival experience. They are also able to hang promotional materials at the event.

A SLICE OF PIE

\$2,000

A Slice of Pie sponsors will receive second row positioning on primary festival marketing materials (poster, flyers, prints ads, radio, banners). *A Slice of Pie* sponsors will also receive a framed commemorative AR Pie poster, 10 complimentary tickets and a Pie Festival Gift Basket. They are also able to hang promotional materials at the event.

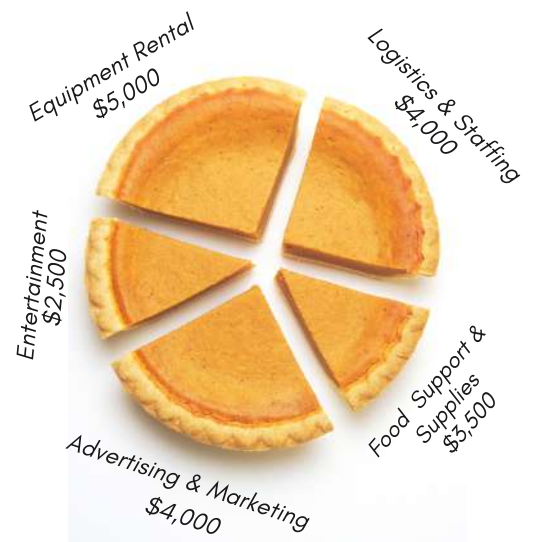
SOMETHING SWEET

\$1,000

Something Sweet sponsors will receive third-tier positioning on primary festival marketing materials (poster, flyers, prints ads, radio, banners). *Something Sweet* sponsors will also receive a framed commemorative AR Pie poster and 5 complimentary tickets.

2022 BUDGET

\$20,000



*Don't miss out on your
opportunity to be part
of the sweetest cause in
Arkansas!*

Available PARTNERSHIP OPPORTUNITIES



BITE OF THE ACTION

\$500

Bite of the Action sponsors will receive name recognition on festival marketing materials (poster, flyers, prints ads). *Bite of the Action* sponsors will also receive a framed commemorative AR Pie poster and 2 complimentary tickets. They will also be recognized during the festival.

IN-KIND SPONSORSHIP OPPORTUNITIES

We also accept in-kind sponsorship in the form of product placement for items utilized during the festival such as ice cream, milk, coffee, water or other beverages. For instance, how would you like to be the official coffee (or fill in the blank) of the Arkansas Pie Festival?! We would also love to include your product in the festival Pop Up Shop. Gain product recognition and support a sweet cause!

FRESH IDEAS? CALL US!

We want to partner with you. *If you have a fresh idea about how we can collaborate to promote your business and support the Arkansas Pie Festival, please reach out to us. We'd love to hear your ideas for in-kind donations, programming, product placement, etc. Send us an email at info@arkansaspiefestival.com or call (870) 710-7081.*





Festival

MARKETING STRATEGIES & DATES



Our marketing team is dedicated to promoting the Arkansas Pie Festival and its charitable mission. They work with statewide media outlets throughout the year to build awareness for the event in addition to managing the festival's website, graphic materials and social media page. Our team also coordinates with professional photographers and videographers to capture the day.

NATIONAL PIE DAY

January 23 is National Pie Day sponsored by the American Pie Council and marked by the announcement of Arkansas Pie Festival judges, core sponsors and participants through the Arkansas Pie Festival website, social media and affiliated press.

NATIONAL PI DAY

We engage in a big marketing push for the festival on National Pi Day on March 14. We will also use the day to promote STEAM (Science, Technology, Engineering, Arts, Math) learning, which is a part of the festival's charitable focus.

DIGITAL PRESENCE

Guests can register for the event, access all the festival information and purchase tickets at ArkansasPieFestival.com. We also collaborated with community and state influencers to engage visitors on Facebook and plan to expand our social media outreach to the Instagram, Snapchat and Twitter platforms this year. We also plan to advertise on the Arkansas.com website and purchase digital billboard space to promote area tourism.

TELEVISION & RADIO

We held both in-studio and on-site interviews for the 2019 festival with regional radio and television stations in Northeast Arkansas. We plan to grow outreach this year particularly in the Central Arkansas region based on last year's attendance.



Festival

MARKETING STRATEGIES & DATES



COMMEMORATIVE FESTIVAL POSTER

A commemorative poster will be created each year in partnership with an Arkansas-based artist that highlights the festival date and sponsors. Each professional participant and sponsor will receive a framed poster for display. Copies will also be available for sale at the festival's Pop Up shop along with a range of festival branded items.

NAMING OF THE ARKANSAS STATE PIE

During the 2022 festival, we'll announce the launch of a grassroots social media campaign to select the state's official pie. We plan to announce the proposed official state pie in the fall of 2022 in order to work with the legislature and Governor's office to pass the official state pie bill during the 2023 legislative session.

PRINT MARKETING

We saw a positive response to the Arkansas Pie Festival in 2019 in the Northeast Arkansas and Central Arkansas media markets. Our grassroots campaign garnered more than 35 media mentions in its first year. We plan to expand our reach throughout the state in 2022 and target festival ads in several regional and statewide niche magazines and newspapers.

2019 Media Partners Include

- Arkansas Democrat-Gazette
- AY Magazine
- Arkansas Talk Business & Politics
- Rock City Eats
- Tye Dye Travels
- Ozark Gateway Tourism
- KAIT 8 News
- KARK News
- Fox 16 News
- NEA Report
- Areawide News





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