



# Steve Sutton Fest

MAY 8 & 9

## SPONSORSHIP PACKET



STUART AUDITORIUM  
LAKE JUNALUSKA, NC

[STEVESUTTONFEST.COM](http://STEVESUTTONFEST.COM)

SPONSORED IN PART BY

— VISIT —  
**HAYWOOD**  
WESTERN NC MOUNTAINS

# Steve Sutton

**WAS A WESTERN NORTH CAROLINA MUSICIAN WHO SPENT HIS WHOLE LIFE ENTERTAINING AUDIENCES, SHARING JOY AND HELPING OTHERS. THE STEVE SUTTON FESTIVAL AND THE STEVE SUTTON MEMORIAL CHARITABLE TRUST (501(C)(3)) WERE CREATED TO CONTINUE THAT LEGACY.**

When Steve Sutton was a small child living in Haywood County, his family would sometimes drive up the mountain to Maggie Valley for a family outing. There he remembered seeing informal gatherings of musicians, jam sessions by the side of the road in which local bluegrass players were making music that caught his fancy. One of the musicians was Raymond Fairchild, and when Sutton began to play the banjo, Maggie Valley's famous native son took him under his wing. Soon Sutton was playing in the jam sessions, and then on stage.

By the time he was in high school, Sutton had become such a good banjo player that he received nearly simultaneous offers from both Bill Monroe and Jimmy Martin. He chose to go on the road with Jimmy Martin in 1974, and thus began a career that carried him from the Grand Ole Opry around the world and back again. In later years, stints playing and recording with Rhonda Vincent and the Rage, and touring the world with Alecia Nugent, kept him in the spotlight. Sutton appeared on the IBMA Award-winning, Grammy-nominated album Celebration of Life, and also received Grammy nominations as part of two recording projects with Rhonda Vincent.



**Back home in Haywood County, Sutton was a long-time member of the Whitewater Bluegrass Company, the Darren Nicholson Band, and the Crowe Brothers. He also appeared regularly at Maggie Valley's Ghost Town in the Sky, bringing him full-circle back to the town where his music career began.**

**Steve Sutton passed away on May 13, 2017 at the age of sixty-one. The Steve Sutton Memorial Charitable Trust and Steve Sutton Fest were created to continue Steve's legacy: sharing joy and helping others through music.**

# 2026 Lineup

**AUTHENTIC UNLIMITED**

**RED CAMEL COLLECTIVE**

**DENNIS PARKER, SHAWN LANE,  
& DARREN NICHOLSON**

**ALECIA NUGENT ⚡ MOLLY JOHNSON**

**UPSTREAM REBELLION ⚡ & FRIENDS**

**DONNA ULISSE & RICK STANLEY** SONGWRITING  
WORKSHOP

**WHITEWATER BLUEGRASS CO.**

**MOUNTAIN TRADITION CLOGGERS**

**JUNIOR APPALACHIAN MUSICIANS**

**FOOD VENDORS AND MORE!**

**Steve Sutton Memorial Charitable Trust  
is a non-profit 501(c)(3).**

**Your sponsorship IS tax deductible.**



**This event is important to Haywood County and roots music in general and here's why...**

**Proceeds from the festival stay in Haywood County and we reinvest in the festival year after year.**

**Proceeds are given in the form of scholarships through the Haywood County Schools Foundation (Tuscola, Pisgah and Haywood Early College). Additionally, proceeds go towards supporting the Haywood County J.A.M. (Junior Appalachian Musicians) Program.**

**From a tourism standpoint, this festival intends to bring in visitors from all over the southeast to stay in our hotels, dine in our restaurants, shop our local businesses, and take our culture back home with them.**

**We will offer more than just world class music. A master Songwriting Camp and free square dance workshops are also part of the weekend. We offer something for all ages.**

**By supporting this event, you are giving hard working artists a job, developing tourism, helping yourself with a tax deduction, get to experience world class music, and most importantly, supporting the youth of Haywood County.**

# *Sponsorship Levels*

- **\$500 Level**
  - **6 tickets for Friday evening show**
  - **Mentions from stage between every band change**
  - **Promotion on festival social media**
  - **¼ page ad in brochure**
  - **Promotion on festival big screen**
- **\$1000 Level**
  - **10 tickets for Saturday evening show**
  - **Mentions from stage between every band change**
  - **Promotion on festival social media**
  - **½ page ad in brochure**
  - **Promotion on festival big screen**
- **\$1500 Level**
  - **16 tickets for both Friday and Saturday evening shows**
  - **Mentions from stage between every band change**
  - **Promotion on festival social media**
  - **Full page ad in brochure**
  - **Promotion on festival big screen**

**WE'D LOVE TO PARTNER WITH  
YOU TO HELP OUR COMMUNITY!**

**TO BECOME A SPONSOR,  
CONTACT:**

**Darren Nicholson  
828-216-6624**

**Or visit us online  
at [stevesuttonfest.com](http://stevesuttonfest.com)**

*Thank you*

