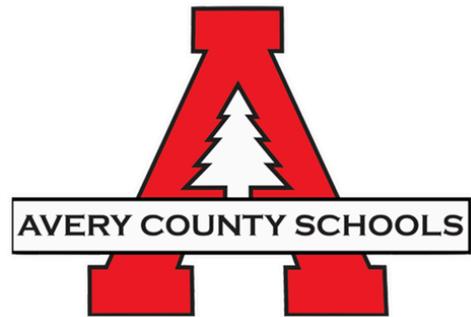
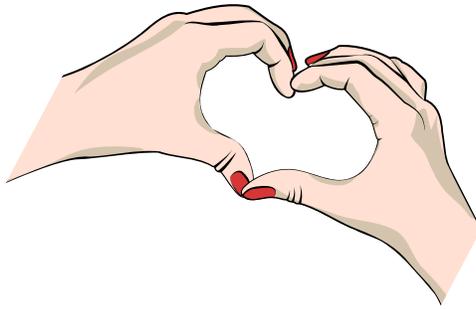
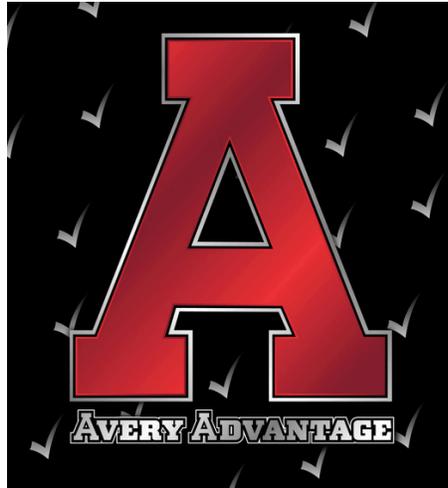


2024 WOOLLY WORM FESTIVAL ENGAGEMENT PLAN



INTRODUCING THE AVERY ADVANTAGE PROGRAM



The goal of this program is to re-engage with the local Avery County community and begin to offer incentives and special programs specific to residents.

The idea is with each festival year we can continue to build out the program and multiply the offerings.

NEW THIS YEAR

All PreK-5th Grade students will receive
(1) child ticket and (1) adult ticket for
use on Sunday October 20th



MEET MERRI AND MISTY WEATHER

Introducing the dynamic duo of Merriweather and Mistyweather, our delightful new woolly worm twins! With their identical mascot costumes, we've crafted a new concept to ensure they stand out together. Their names evoke a sense of whimsy and warmth, perfect for creating memorable moments especially in our coveted fall weather. By embracing their twin identity, we're ready to bring double the fun wherever they go!



Meet Misty!

Merriweather's twin sister has come back to the high country to join the festival fun! She has been traveling throughout the world visiting all of the amazing places our attendees live. From the Big Apple of NYC to the Nature Reserves of South Africa, she has seen it all. We are excited to have her back home and reunited with her festival family.



AVERY COUNTY SCHOOLS MERRIWEATHER AND MISTYWEATHER MATCH-UP



In School Woolly Worm Races
October 8th and October 10th



October 8th

- Riverside Elementary - 9am
- Crossnore Elementary - 11am
- Newland Elementary - 1pm

October 10th

- Freedom Trail Elementary - 9am
- Banner Elk Elementary - 11am

PreK-2nd Grade Winner (multiple heats if needed)
3rd - 5th Grade Winner (multiple heats if needed)

*The Festival will provide race host, Merriweather or Mistyweather and handful of board members/volunteers to help with set-up and logistics of races

*Schools to provide mini race boards, excited kiddos and supportive faculty/staff members

MATCH-UP WINNERS

Winners will be invited to Sunday Afternoon's Avery Schools Tournament of Champions Race and receive a VIP race day package

VIP Race Day Package

- 4 Comped (Adult or Child) Festival Tickets
- Official WW Shirt in winner's size
- Snack vouchers for winner to use at various kid-friendly concessions at the festival (SIPS Soda, Alf's Kettle Korn, Wicked Pretzel, etc.)

Winner of Sunday's race receives \$50 cash prize

**Don't worry teachers...
we didn't forget you!**

We will also host a Faculty/Staff race with
no pre-qualification needed

Each school can nominate 5 team members
to participate following the student race.

Winner receives \$100 cash prize.



AVERY COUNTY SCHOOLS

WORM ROUND-UP

In School Woolly Worm Collection
October 15th and October 17th

October 15th

- Riverside Elementary - 9am
- Crossnore Elementary - 11am
- Newland Elementary - 1pm

October 17th

- Freedom Trail Elementary - 9am
- Banner Elk Elementary - 11am

*The Festival will provide "worm cowboy", Merriweather or Mistyweather and special guests from LMC May Rehab Center to do some student education on the worm's lifecycle and conservation efforts

*Schools to provide space for round-up, excited kiddos and supportive faculty/staff members



CONTRIBUTION PRIZE

Students will be paid \$1 per worm up to \$40 per student for worm contributions

(3) Top Contributors at each school are also awarded a Woolly Worm stuffy

Top contributing school would be awarded

- Official Woolly Worm Round-Up Trophy
- Post festival pizza party for the (3) classes of the Top (3) worm contributors

T's and C's

If contributors end up in the same classes, up to principals' discretion which other classes receive the pizza party.

Parties would be hosted post festival prior to Halloween based on principals' preference.



CONTACT



Email: vbowman@structall.com

DON'T FORGET TO FOLLOW US



@wollywormfestivalnc



@wollywormfestivalnc

