



Middle Tennessee Pow Wow, Inc.
213 Maple Hill Road
Lebanon, TN 37087

Subject: Sponsorship Opportunity – 2026 WilCo Pow Wow

To Whom It May Concern:

I hope this message finds you well. I am reaching out on behalf of Middle-Tennessee Pow Wow, Inc., a 501(c)(3) non-profit organization chartered in the State of Tennessee. We are honored to coordinate the 42nd Annual WilCo Pow Wow, scheduled for September 26-27, 2026, at the James E. Ward Agricultural Center/Wilson County Fairgrounds in Lebanon, Tennessee.

Our mission is to preserve and celebrate Native American/Indigenous culture and traditions for future generations while also working to dispel stereotypes and educate the public on the rich Indigenous history of Tennessee. The WilCo Pow Wow serves as an important cultural and educational event, drawing 5,000–6,000+ attendees over the weekend, including visitors from across the country and even internationally—this year, we have confirmed attendance from a family traveling from Germany.

To continue providing a meaningful and authentic experience, we rely primarily on gate admissions and vendor fees. At this time, we do not have any sponsors for the 2026 event, and we are seeking your support through a sponsorship/donation (sponsorship package attached). These funds would directly assist with key event expenses, including:

- Facility Rental
- Demonstrator and Head Staff honorariums
- Table and chair rentals
- Printing and advertising
- Other essential logistical needs

Your support would play a crucial role in ensuring the success of this cultural event while also providing your organization with valuable visibility among our attendees and broader community. We would love the opportunity to discuss how we can recognize your contribution and explore potential partnership benefits.

Please feel free to reach out to me at (615) 512-0952 if you have any questions or need additional details. Thank you for your time and consideration—we truly appreciate your support in helping us keep this tradition alive.

Sincerely,

Cynthia L Yahola

Cindy Yahola
President & Coordinator
Middle-Tennessee Pow Wow, Inc./
WilCo Pow Wow



WilCo Pow Wow

Sponsorship Opportunities

September 26-27, 2026

**James E. Ward Agricultural Center Wilson
County Fairgrounds**



Diamond

\$5,000

- 10x10 booth
- Name and logo on printed materials
- Individual banner with name and logo in arena
- Your brochures at information booth
- Announced by emcee
- Name and Logo on Website
- 20 admission tickets
- Logo on event T-Shirt
- Name and Logo on all sponsorship banner

Platinum

\$3,000

- 10x10 booth
- Name and logo on printed materials
- Individual banner with name and logo in arena
- Your brochures at information booth
- Announced by emcee
- Name and Logo on Website
- 15 admission tickets
- Logo on event T-Shirt
- Name and Logo on all sponsorship banner

Gold

\$2,500

- Name and logo on printed materials
- Individual banner with name and logo in arena
- Your brochures at information booth
- Announced by emcee
- Name and Logo on Website
- 10 admission tickets
- Logo on event T-Shirt
- Name and Logo on all sponsorship banner

Silver

\$1,300

- Your brochures at information booth
- Announced by emcee
- Name and Logo on Website
- Logo on event T-Shirt
- Your participation at awards ceremony on Sunday

Turquoise

\$1,000

- Announced by emcee
- Name and Logo on Website
- Logo on event T-Shirt

T-Shirt

\$500

- Name and Logo on Website
- Logo on event T-Shirt

Copper

\$300

- Name and Logo on Website

Fan of the Pow Wow

\$150

Name on Fan Banner - If we get 20 sponsors for this, names will be on a promotional fan OR a single sponsor in the amount of \$3,000 for the Promotional fan.



Middle Tennessee Pow Wow, Inc. WilCo Pow Wow

Experience the Vibrance and History of the WilCo Pow Wow!

The **WilCo Pow Wow** is more than just an event—it's a journey into the rich history, traditions, and culture of Native American communities. Since its founding in 1991, this incredible gathering has provided a space for people of all backgrounds to experience the sights, sounds, and stories of Indigenous peoples.

It all began with Don Yahola, a Wilson County resident with Native American heritage, who dreamed of educating his community about Native culture. What started as a small gathering quickly grew, outgrowing its original location and evolving into the large-scale celebration we know today. After moving between venues over the years, we are proud to bring the Pow Wow back to its home at the **Wilson County Fairgrounds** this September!

Whether you're a first-time visitor or a returning guest, the **WilCo Pow Wow** promises an unforgettable experience. This year's event will feature:

- ✓ **Over 150 Native American dancers and drummers** showcasing traditional regalia and performances.
- ✓ **Authentic Native American food**, offering flavors and dishes passed down through generations.
- ✓ **Artisans and craftsmen** displaying and selling handcrafted jewelry, pottery, and other traditional art.
- ✓ **Live cultural demonstrations**, including storytelling, bowmaking, sand art, and tomahawk throwing.
- ✓ **An opportunity to learn** about the Indigenous tribes that originally inhabited Tennessee before the Trail of Tears.

We are also excited to partner with the **Wilson County Convention and Visitors Bureau** to share the event with an even broader audience across the U.S. With **5,000–6,000+ attendees** each year, the WilCo Pow Wow is a unique opportunity to witness and participate in a celebration of Native American heritage.

The **WilCo Pow Wow is a 501(c)(3) nonprofit organization**, and we rely on community support to keep this event thriving. Currently, we do not have major sponsors, and much of our funding comes from ticket sales and vendor participation. By attending or supporting the Pow Wow, you are helping to preserve and share an important part of American history and culture.

Join us for a weekend of culture, history, and celebration—we look forward to seeing you at the **WilCo Pow Wow!**





WilCo Pow Wow Donation Form

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Email: _____

Yes, I'll be a:

___ **Diamond Sponsor: \$5,000**

___ **Platinum Sponsor: \$3,000**

___ **Gold Sponsor: \$2,500**

___ **Silver Sponsor: \$1,300**

___ **Turquoise Sponsor: \$1,000**

___ **T-Shirt Sponsor: \$500**

___ **Copper Sponsor: \$300**

___ **Fan of Pow Wow: \$150**

Sponsorships and donations are tax exempt!

Please make checks payable to Middle Tennessee Pow Wow, Inc.

Mail completed forms and donations to: 213 Maple Hill Road, Lebanon, TN 37087

If you have any questions, please contact Cindy Yahola at 615-512-0952

