



## The North Carolina Honey Festival 2018 Info Packet

*Developed By: Legion & Lewis  
Updated: Wednesday, August 1, 2018*







# Table of contents

**3. What is the NC Honey Festival?**  
**4. The History behind the festival**  
**5. Why Whiteville?**  
**6. Charity Pancake Supper**  
**7. 2018 Festival Events**

**8. 2018 Sponsors and Partners**  
**9. Get Involved**  
**10. Volunteer**  
**11. Contact Information**

## What is the NC Honey Festival?

The mission of the North Carolina Honey Festival is to highlight the significance of bees in our environment, celebrate honey and honey products, encourage bee-friendly practices, and promote beekeeping in all of North Carolina's regions. For our inaugural presentation of the festival, we look forward to a fun-filled day of bee exhibits, food, honeybee product vendors, and community fellowship.

2017 was the inaugural year for the festival, which saw a **first-year attendance of over 1200 people in Downtown Whiteville.**



**This year's festival will be  
Saturday, September 8<sup>th</sup> at 9am  
In Downtown Whiteville, NC**



# “It all started as a Father’s Day gift...”

In 2017 my birthday fell on Mother's Day. It was on this day that I told my Mom what I had been inspired to do. My father, a prostate cancer survivor, had become an even greater inspiration to people than before he was diagnosed. He carried such a positive attitude during his period of treatments and doctor visits, that he was raising the spirits of the same people that would call to see about him.

My father had recently taken up beekeeping - because when you have a dozen fruit trees in your yard, someone must pollinate them. But during his treatment process, he slowed down outside. With every, “How’s Carl?” came a “...is he still making honey?” His energy was not that of the 'Blab' that so many remember from the courts of Nolan Park. He was still the man I’ve always known: one who loves people and life... but something was different. I can only imagine that the sudden unknowns of cancer would do that to the best of us. Thankful enough that he had made it through all his treatments, I still wanted to do something to raise his spirits. At some point I learned that September was both National Honey Month and Prostate Cancer Awareness Month, and the rest is history.

At first, my goal was to help my family put together a small celebration after church and invite his bee club to attend. After a month of ideas and phone calls, that celebration grew into a 5K through the heart of the city and a three-block festival in Downtown Whiteville. On Father's Day of that year, I announced to my dad and the church congregation that Saturday Sept. 9th, we would be hosting  
The Carl Cutler Run for Prostate Cancer and  
The Inaugural North Carolina Honey Festival.

3 months later, in his address to the crowd before the 5K, Dad said,  
*"I'm just glad that this isn't a **memorial** run!"* In that spirit of humor and great appreciation for life, the NC Honey Festival will forever be rooted in what my sister and I have had the privilege of witnessing:  
**a love for people, a love for nature and thankfulness to be able to wake up and enjoy it all.**

-A.C. Cutler  
NC Honey Festival, Founder



## Why host the NC Honey Festival in Whiteville, NC?

Whiteville is one of only 10 cities in North Carolina to have “Bee City” status; recognized for environmental and agricultural practices that are not harmful to bees. Without the support of honeybees, the future of North Carolina’s multi-billion-dollar agricultural industry would be in jeopardy. The work of the humble honey bee affects us all and is worthy of celebration! On Saturday September 8th, 2018, the North Carolina Honey Festival will take over Downtown Whiteville, spanning a 3-block stretch. We invite you to support us for a day of bee-themed fun!



## Our Charity Pancake Supper

The concept of *community* is central to the NC Honey Festival. We have partnered with Central Missionary Baptist Church to present a charitable fundraiser the night before the festival. Each year we select a local organization to be the beneficiary of our pancake supper.

Last year we partnered with Hills Food Stores, Columbus County Youth & Families and Whiteville City Schools to raise \$500 for Central Middle Schools FFA Club.



We are delighted to announce that  
This year we are donating proceeds to  
**Youth Ambassadors  
For a Better Community**

**Central Missionary Baptist Church  
Friday, September 7<sup>th</sup>, 2018  
Time: 5 - 8pm**





# 2018 Events

*SATURDAY, September 8<sup>th</sup>, 2018*  
Downtown Whiteville, NC

**Carl Cutler Run for Prostate Cancer 5K / 7AM**  
Starting at Bodyshapers Gym in Downtown Whiteville, NC

**NC Honey Festival / 9AM – 3PM**  
Madison Street in Downtown Whiteville, NC

**Mead Garden / 11AM**  
The Chef and The Frog Restaurant  
*Tasting event featuring North Carolina meads.*



# 2018 Sponsors & Partners



The Chef and The Frog





# Get Involved

The North Carolina Honey Festival is managed and produced by Legion and Lewis, a division of Dreamboro. Social responsibility and community development are key components of our company's mission and growth strategy.

Through our brands and events, we work to create connections in the marketplace and bring people closer together. As we pursue this effort, please take advantage of the opportunities listed below.



## Vendor Booths and Food Vendors

We are looking to more-than-double the 1200-person attendance from last year's inaugural festival. Don't miss out on the chance to reach this audience.

## Corporate Sponsorship Opportunities

Brand visibility can be the difference between you and your competitors. Get your company in front of the community as a partner in presenting this local event.





## Volunteer

The Legion & Lewis division of Dreamboro presents this annual event, in collaboration with many city officials, organizations, small businesses and community figures. We have established several charitable initiatives through this event which generate countless opportunities to volunteer on behalf of organizations working to make Whiteville, Columbus County and the world at-large a better place.

*The Carl Cutler Run for Prostate Cancer and The NC Honey Festival* volunteering needs include: registration table, vendor coordinators, janitorial maintenance, kid zone, info booths, etc.



# Let's Work!

*To contact us for Vendor Info, Sponsorship Opportunities, Volunteering,  
or Media Inquiries please employ the information below:*

**910.445.1065**

**NCHoneyFestival.com**

**nchoneyfestival@gmail.com**

**facebook.com/nchoneyfestival**

**twitter.com/nchoneyfestival**



LEGION & LEWIS