

# North Carolina Potato Festival Fact Sheet

## May 20, 21, 22, 2022



### Exposure Timeframe – A 3-day event:

5:00 pm – 11:00 pm Friday evening

10:00 am – 11:00 pm Saturday

10:00 am – 6:00 pm Sunday

- Largest community event in Northeastern North Carolina
- Named Best Downtown Special Event in the state by the NC Main Street Center (2010)
- Featured on The Food Network's Carnival Eats show (2014)
- FREE festival which means large turn-out, happy crowds
- Attracts over 30,000 people
- 150+ Vendors – food, specialty, non-profit
- 50+ Entertainers
- Covers a significant area in downtown Elizabeth City – Main Street from Water Street to N. Road Street; Water Street from Colonial Avenue to Riverside Avenue; Ehringhaus Street from Water Street to McMorrine Street. Many of our downtown businesses say it's their busiest day of the year!
- A community partnership event supported by businesses, agencies, government entities, non-profits, farmers, United States Coast Guard, and local public and university educational institutions.

### Special Events Include:

V.I.P. Party

National Potato Peeling Contest

Little Miss Tater Tot Pageant

Free French Fries

Antique Tractor and Potato Equipment Display

Auto and Bike Show

Cornhole Tournament

Live Entertainment on multiple stages (local, regional, state, and nationally-known entertainers)

All-Day Street Fair

Friday Evening Musical Entertainment

Saturday Evening Street Dance

5K Run/1 Mile Walk

Mechanical Rides and Midway

Coloring Contest

### Marketing/PR and Press Coverage Includes:

- Print & Digital Media – Local and regional newspapers (both free publicity and paid advertisements); direct mailings, promotional fliers, maps, informational brochures
- Television – Local and regional television affiliates in Hampton Roads, Greenville, Northeast NC area; Local Public Access Channels
- Radio – Local and regional radio stations in Hampton Roads, Greenville, Outer Banks, and Northeast NC area
- Social Media & Web – Website, Facebook (paid and organic), Twitter, Instagram, YouTube, visitnc.com; cooperative promotion by local, regional and state agencies and partners.

Attendees and partners actively encourage everyone to “support those who support our community” so a sponsorship builds a tremendous amount of goodwill.

Proceeds from the event stay in the community going toward improving future NC Potato Festivals, other community events, downtown beautification, and downtown economic development.