



Photograph by E Ring
Graphic Design by S Sweet

61st Annual

Philadelphia Folk Festival

Presented by the Philadelphia Folk Song Society



Eric Ring

PART OF A LEGACY

Since its inception in 1962, the Philadelphia Folk Festival has been at the center of acoustic and roots music performances as well as an early champion of traditional and world music. While known throughout the world of folk, roots and acoustic music, it is thought of as a Philadelphia area institution, even to those who have never attended.

A PAUSE

After a pause in 2023 to rebuild infrastructure and develop a sustainable business plan following the COVID Pandemic, the Philadelphia Folk Festival is ready to enter a new era. We are looking for a select group to lead this effort as we bring back live music to tens of thousands in 2024.

These sponsors will be recognized as the companies that stepped forward to help reignite a long-time Philadelphia Music Institution.



Past Performers

Arrested Development

The Avett Brothers

Joan Baez

Jackson Brown

Judy Collins

David Crosby

Death Cab for Cutie

John Denver

Ani DiFranco

Arlo Guthrie

John Hartford

Levon Helm

Hiss Golden Messenger

Janis Ian

John Prine

Punch Brothers

Bonnie Raitt

Tom Rush

Pete Seeger

Chris Smither

Mavis Staples

Taj Mahal

The War & Treaty

Doc Watson

Lucinda Williams

In 2018 this festival set a goal to achieve 50/50 gender parity in its performers. We also strive to achieve an equitable representation of minorities, LGBTQ + performers and music from cultures around the world.

Who Attends this Festival?



57%
earn
over
\$50,000
per year.



71%
have
college
degree(s).



73%
are over
the age
of 46.



86%
live in PA
or New
Jersey.



It's Not Just Another Event

“The camping and music experience and community is incredible, unique, and something our group looks forward to.”

“Fest is so important to our family. It's a tradition. My daughter and her husband flew in from California because, as my daughter said, "Nothing can keep me from Fest!"

“The Philadelphia Folk Festival has become a regional legend and remains an especially good time.”

My sister and I moved to Florida, but we still come to Fest every year. Philadelphia Folk Festival is home. It is a magical time and I already cannot wait for next year.”

“I can't believe that this was my first year. I was missing something.”

All sponsors will be lauded as part of the REASON why we are able to put on this festival and our attendees will be encouraged to use your services and products. This loyal fan base will be highly responsive to your support, not only because of their high-end average income, but also because of their fierce loyalty to the Festival and its supporters.



K Sheehan



Scope & Size

(2019 Data)

35,000+ Cumulative
Attendees

7,000+ Campers

2,000+ Volunteers

80+ Performing acts
75+ hour of music

8 Stages

25,000+ Current Social
Media Followers (Include
Multiple Facebook Groups,
Facebook Pages and
Instagram)

18,000+ Current E-Mail List

1,100+ Paying Members,
many participate regularly on
our social media sites

Digital Outreach





EXCLUSIVE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

Exclusive to Only One Sponsor

\$75,000 in 2024 or \$125,000 for two years
must be paid in full prior to 8/1/24

Benefits Include:

- **FESTIVAL NAMING RIGHTS**

“Festival Promotion States: 2024 Philadelphia Folk Festival Presented by _____.

- **PROGRAM BOOK**

“Presented By”: On the Front Cover of the legendary program book plus your ad on the back cover.

- **MAIN STAGE RECOGNITION**

Hailed as hero at all 3 evening concerts as THE Presenting Sponsor which helped make it all possible.

- **SIGNIFICANT DIGITAL PROMOTION**

- A dedicated series of Pre-Fest e-blasts to 30,000+ recipients focusing on your commitment.
- At least three Social Media Posts specifically on this commitment, with at least one being a digital press release.
- Recognition in all media, including digital newsletter leading up to and immediately following Fest.
- An embedded logo

- **SPONSOR ACCESS PASS**

Up to 10 exclusive backstage area and VIP tent access

- **HOSTING A VIP EVENT**

Meet some of the performers.

- **COMPLEMENTARY FESTIVAL TICKETS (up to 10)**

- **DISTRIBUTION OF BRANDED ITEMS**

- **TWO SPONSOR TABLES**

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR

Exclusive to Only Two Sponsors
\$25,000 in 2024 or \$40,000 for two years
must be paid in full prior to 8/1/24

Benefits Include:

- **PROGRAM BOOK**
Program Book Inside Cover- Whoever of the two Premier sponsors commits first, will get choice of which inside cover.
- **MAIN STAGE RECOGNITION**
before all three evening concerts (Premier & Presenting only!)
- **DIGITAL PROMOTION**
embedded logo on website, digital images in digital newsletter + two specific pre and post fest posts, announcing Premier Sponsors.
- **SPONSOR ACCESS PASS**
Up to 6 exclusive backstage area and VIP tent access.
- **COMPLEMENTARY FESTIVAL TICKETS (up to 6)**
- **DISTRIBUTION OF BRANDED ITEMS**
- **ONE SPONSOR TABLES**





SPONSORSHIP OPPORTUNITIES

OFFICIAL SPONSOR

Limited to 15 Sponsors

\$10,000 per day or \$20,000 for all three days

Our Official Sponsors may sponsor a stage or area of their choice (except the Martin Main Stage) one of the three days. Choice of stage and day is on a first come first serve basis. Information on which stages are available will be provided this spring.

Before each day's concert or workshop at that stage, an announcement will be read. "Your Name is an official sponsor of the 2024 Philadelphia Folk Festival and is sponsoring the music today on this stage." Official sponsors may also lock-in all three days for a stage for \$20,000, if it has not yet been reserved any of those days.

They also have the following benefits:

- **RECOGNIZED FROM CONCERT/WORKSHOP STAGE**
before each concert/workshop (see above)
- **FULL PAGE AD IN PROGRAM BOOK**
- **DIGITAL PROMOTION**
Announcement in digital newsletter (18,000 recipients),
embedded logo on our website
- **SPONSOR BADGES TO EXCLUSIVE AREA (Up to 4)**
- **COMPLEMENTARY FEST TICKETS ((Up to 4)**
- **ONE SPONSOR TABLE**



OTHER SPONSORSHIP OPPORTUNITIES

MID-SIZED SPONSORSHIPS

PATRON SPONSOR -\$5,000

- Full page ad in program book
- Embedded logo on website
- Up to 4 sponsor badges to exclusive area
- Up to 4 complementary Fest tickets
- One sponsor table

SUPPORTING SPONSOR -\$2,500

- Half page ad in program book
- Embedded logo on website
- Up to 2 sponsor badges to exclusive area
- 2 complementary Fest tickets (no camping)
- One sponsor table

SMALLER SPONSORSHIPS

TABLE SPONSOR -\$1,800

- Quarter page ad in program book
- 2 Sponsor badges to exclusive area
- 2 Complementary Fest tickets (no camping)
- One sponsor table

INDIVIDUAL SPONSOR - \$1,500

- Thank You in Program Book
- 2 sponsor badges to exclusive area
- 2 complementary Fest ticket (no camping)

Sponsorship Benefits at a Glance

Sponsor Level	Naming Rights	Program Book	On Stage Recognition	Digital Promotion	Sponsor Access Pass	Comp. Festival Tickets	Branded Items	Sponsor Table	Host V.I.P. Event
Presenting \$75,00	Yes	Back Cover	Main Stage (all 3 nights)	Press Release + 3 below	Up to 10	Up to 10	Yes	Two	Yes
Premier \$25,000	No	Inside Cover	Main Stage (all 3 nights)	Posts, Logo, Newsletter	Up to 6	Up to 6	Yes	One	No
Official \$10,000	No	Full Page	Smaller Stage (day)	Logo, Newsletter	Up to 4	Up to 4	On Table Only	One	No
Patron \$5,000	No	Full Page	No	Logo	Up to 4	Up to 4	On Table Only	One	No
Supporting \$2,500	No	Half Page	No	Logo	Up to 2	Up to 2	On Table Only	One	No
Table \$1,800	No	Quarter Page	No	No	Up to 2	Up to 2 No Camping	On Table Only	One	No
Individual \$1,500	No	Listed in Sponsor Page	No	No	Up to 2	Up to 2 No Camping	No	No	No

Program Ad Opportunities

Ad Size	Dimensions	Comments
Full Page	7-1/2" x 10"	
Full Page w/bleed	7-1/2" x 10"	
live:	7-1/2" x 10"	
trim:	8-1/8" x 10"	
1/8" bleed:	8-3/4" x 10-7/8"	
1/2 Page Vertical	3-5/8" x 10"	
1/2 Page Horizontal	7-1/2" x 4-7/8"	
1/4 Page Vertical	3-5/8" x 4-7/8"	
1/4 Page Horizontal	7-1/2" x 3-7/16"	
1/8 Page Horizontal	3-5/8" x 2 7/16"	Business Card
Square	2-7/16" x 2-7/16"	Performer Promotion

Type of Ad	Base Price	Member/NPO
Full Page	\$1,000	\$800
Half Page	\$500	\$400
Quarter Page	\$250	\$200
Business Card	\$125	\$100
Square	\$50	\$40

Note: All files must be 300dpi or higher.
Please supply adds in one of the following:

- Tiff
- EPS (supply all fonts)
- JPEG (high resolution only)
- Illustrator (outline all fonts)
- PDF (outline all fonts)
- Adobe InDesign CD (outline all fonts)



Additional Information

The 61st annual Folk Festival will take place on August 16th, 17th and 18th 2024.

To become a sponsor or purchase a program ad, please follow this link to complete the Sponsorship and Ad Submission Form.

<https://bit.ly/PFFAdSponsorSurvey>

Contact Joe Henderson with questions.

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