



Photograph by J McGinty
Graphic Design by S Sweet

62nd Annual

Philadelphia Folk Festival

Presented by the Philadelphia Folksong Society

New Era

entering a



R Claypole

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 being 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 has entered a new era under new leadership. Last summer, in 2024, we held a successful festival once more. And we anticipate an increase in attendance in 2025.

We are looking for a select group of sponsors to continue to lead this effort to bring live Americana, bluegrass, blues, roots and, world music to thousands of attendees in 2025.



Past Performers

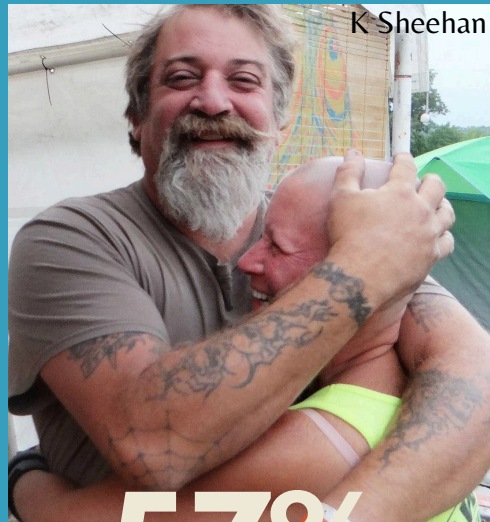
Arrested Development
Avett Brothers
Joan Baez
Jackson Browne
Roseanne Cash
Judy Collins
David Crosby
Death Cab for Cutie
John Denver

Annie DiFranco
Arlo Guthrie
Emmylou Harris
Levon Helm
Janis Ian
Jason Isbell
Joni Mitchell
Graham Nash
John Prine

Punch Brothers
Bonnie Raitt
Tom Rush
Pete Seeger
Mavis Staples
Taj Majal
The War and Treaty
Lucinda Williams
...and many more

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?



K Sheehan

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



M Smith

71%
have
college
degree(s).



E. Ring

73%
are over
the age
of 46.



E Ring

86%
live in PA
or New
Jersey.



K Sheehan

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

5,000+ Cumulative Attendees

2,000+ Campers

1,000+ Volunteers

70+ Performing acts

7 Stages

42,800+ Current Social Media Followers (Includes Multiple Facebook Groups, Facebook Pages and Instagram)

18,000+ Current E-Mail List

1,100+ Paying Members, who regularly use our social media sites

Digital Outreach





EXCLUSIVE SPONSORSHIP OPPORTUNITIES

ALL FESTIVAL SPONSOR

Exclusive to Only One Sponsor

\$50,000 in 2025 or \$80,000 for two years
paid in two equal installments of \$40,000 prior to 8/1/25 and 8/1/26

Benefits Include:

- **FESTIVAL NAMING RIGHTS**

“Festival Promotion States: 2025 Philadelphia Folk Festival Sponsored by _____.

- **PROGRAM BOOK**

“Sponsored 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 ALL FESTIVAL SPONSOR that 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 passes

- **HOSTING A VIP EVENT**

Meet some of the performers.

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

- **DISTRIBUTION OF BRANDED ITEMS**

- **TWO SPONSOR TABLES**

A woman with dark hair, wearing a black top and a necklace, is playing a brown ukulele and singing into a microphone. She is positioned on the left side of the image, with her right hand on the strings and her left hand near the microphone. The background is dark.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR

Exclusive to Only Two Sponsors

\$25,000 in 2025 or \$40,000 for two years
paid in two equal installments of \$20,000 prior to 8/1/25 and 8/1/26

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 passes.
- **COMPLEMENTARY FESTIVAL TICKETS** (up to 6)
- **DISTRIBUTION OF BRANDED ITEMS**
- **ONE SPONSOR TABLE**



J. Casey

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 2025 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 tickets (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 |
|-----------------------|---------------|------------------------|---------------------------|-------------------------|---------------------|------------------------|---------------|---------------|-------------------|
| All Festival \$50,000 | 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 300 dpi or higher.
Please supply ads 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)

Contact Information



To purchase an ad or sponsorship,
please fill out the attached Sponsorship/Ad
form.

After February 1st, 2025 go to www.pfs.org and
look for the Sponsorships Ads Button.

Artwork (ads and logos) may be e-mailed to
Rob Kutzik at rkutzik@pfs.org

Make checks payable to the Philadelphia
Folksong Society.

Checks may be mailed to:
Philadelphia Folksong Society
6711 Germantown Ave
PO Box 4959
Philadelphia, PA 19119

For questions regarding purchasing an ad or
sponsorship, contact:

Joe Henderson
610-212-1558 ~ jeh1623@yahoo.com
or Rob Kutzik
267-476-4276 ~ rkutzik@pfs.org



Additional Information

**The 62nd annual Folk Festival will take place on
August 15th, 16th and 17th 2025.**