

A woman with long, wavy red hair is captured in a dynamic performance. She is singing with her mouth wide open, eyes closed, and head tilted back. She is wearing a black long-sleeved top with a sequined detail on the shoulder. She is playing a white acoustic guitar. In front of her is a microphone stand with several microphones. The background is dark, and the scene is lit with stage lights. The right side of the image has a solid blue vertical bar.

62nd Annual

Philadelphia Folk Festival

August 15-17, 2025

A photograph of a man with a beard and long hair, wearing a brown t-shirt and dark jeans, playing an acoustic guitar on a stage at night. He is looking down at his instrument. In the background, a woman in a white shirt and red skirt is playing a violin. The stage is lit with warm, orange light.

Entering a New Era

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 rethink and retool our business model, we had a very successful 2024 Festival, engaging hundreds of individual donors and businesses who felt passionately about this historic musical event. Thousands of fans returned. As we look to expand our sponsors in 2025, our target is to partner with businesses who are interested in reaching the demographic we serve, whether they are familiar or unfamiliar with this event.

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.



Scope & Size

70+ Performing acts

7 Stages

42,800+ Social Media followers

(includes Instagram & Facebook groups/pages)

18,000+ Current e-mail List

Past Performers Include

- Avett Brothers • Bonnie Raitt • David Crosby • Decemberists • Derek Trucks Band •
- Emmylou Harris • John Prine • Lucinda Williams • Mary Chapin Carpenter •
- Mavis Staples • Old Crow Medicine Show • Pete Seeger • Punch Brothers •
- Ricky Skaggs • Sun Volt • Suzy Bogguss • Taj Majal • Todd Rundgren • War and Treaty •
- Wynonna Judd •

...and hundreds more!

Who Attends this Festival?



71%
have
college
degree(s)



86%
live in PA
or NJ



73%
are over
the age
of 46

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 three evening concerts as “All Festival Sponsor” that helped make it all possible

- Significant Digital Promotion

- A dedicated series of pre-Fest e-blasts to 18,000+ recipients focusing on your commitment
- At least three social media posts to our 42,800+ followers, 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

Up to 10 exclusive backstage area and VIP tent access passes

- Hosting a VIP Event

Meet some of the performers

- Complimentary Festival Tickets (up to 10)

- Distribution of Branded Items

- Two Sponsor Tables



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR

Exclusive to only 2 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, e-newsletter, & two specific pre- and post- fest posts, announcing Premier Sponsors
- Sponsor Access
Up to 6 exclusive backstage area and VIP tent access passes
- Complimentary 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 served 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 e-newsletter (18,000+ recipients) & embedded logo on our website
- Sponsor Badges to Exclusive Area (up to 4)
- Complimentary 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 four sponsor badges to exclusive area
- Up to four complimentary Fest tickets
- One sponsor table

Supporting Sponsor - \$2,500

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

SMALLER SPONSORSHIPS

Table Sponsor - \$1,800

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

Individual Sponsor - \$1,500

- Thank You in Program Book
- Two sponsor badges to exclusive area
- Two complimentary 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 Book 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 or to provide the ad copy or sponsor logo, you may go to:

www.folkfest.org/sponsors

or email Rob Kutzik at rkutzik@pfs.org

If you prefer not to use our online system you may make checks payable to the “Philadelphia Folksong Society.” Checks may be mailed to:

Philadelphia Folksong Society

6711 Germantown Ave, P.O. Box 4959

Philadelphia, PA 19119

For questions regarding purchasing an ad or sponsorship, contact:

Rob Kutzik at 267-476-4276, rkutzik@pfs.org

or Joe Henderson at 610-212-1558,

jhenderson@pfs.org