

63rd Annual

Philadelphia Folk Festival

August 14-16, 2026



E Ring

Presented by the Philadelphia Folksong Society



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 taking a break in 2023, we had very successful 2024 and 2025 Festivals. We engaged hundreds of individual donors and businesses who feel passionately about this historic musical event, and thousands of fans returned.

As we look to expand our sponsors in 2026, we are seeking businesses 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 2026.



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

- Jackson Brown • Avett Brothers • Pete Seeger • John Prine • The Decemberists •
 - Tom Paxton • Derek Trucks Band • Lucinda Williams • Ricky Skaggs •
 - The War and Treaty • Punch Brothers • Mavis Staples

...and many more past performers!

Who Attends this Festival?



86%
live in PA
or NJ



71%
have
college
degree(s)



73%
are over
the age
of 46

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

ALL FESTIVAL SPONSOR

Exclusive to Only One Sponsor
\$50,000 in 2026 or \$80,000 for two years
paid in two equal installments of \$40,000 prior to 8/1/26 and 8/1/27

Benefits Include:

- Festival program book back cover ad
- Martin Main Stage recognition at all three evening concerts
- Logo on Martin Main Stage video screens between performances
- Distribution of branded items
- Two sponsor tables
- Dedicated pre-festival e-blast series to 30,000+ recipients
- At least three social media posts (including a digital press release)
- Recognition in all media before and after the festival
- Embedded logo with link on festival website
- Embedded logo with link in e-newsletter
- Embedded logo with link on festival related posts
- Complimentary festival tickets (up to 10)
- Up to 10 sponsor passes with access to performers' hospitality tent
- Significant digital promotion



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

PREMIER SPONSOR

Exclusive to only 2 Sponsors
\$25,000 in 2026 or \$40,000 for two years
paid in two equal installments of \$20,000 prior to 8/1/26 and 8/1/27

Benefits Include:

- Festival program book inside cover ad (first sponsor chooses position)
- Martin Main Stage recognition at all three evening concerts
- Distribution of branded items
- One sponsor table
- Acknowledgement in two festival-related social media posts
- Embedded logo with link in e-newsletter
- Embedded logo with link on festival website
- Complimentary festival tickets (up to 6)
- Up to 6 sponsor passes with access to performers' hospitality tent





SPONSORSHIP OPPORTUNITIES

OFFICIAL SPONSOR

Limited to 15 Sponsors
\$10,000 per day or \$20,000 for all three days

Official Sponsors may sponsor a stage or area (excluding the Martin Main Stage) on a first-come, first-served basis.

Benefits Include:

- Festival program book full-page ad
- Stage recognition before each concert/workshop
- One sponsor table
- Signage at sponsored stage
- Embedded logo with link on festival website
- Embedded logo with link in e-newsletter
- Complimentary festival tickets (up to 4)
- Up to 4 sponsor passes with access to performers' hospitality tent



OTHER SPONSORSHIP OPPORTUNITIES

MID-SIZED SPONSORSHIPS

Patron Sponsor - \$5,000

- Full page ad in festival program book
- Embedded logo with link on festival website
- Acknowledgement in e-newsletter
- One sponsor table
- Up to 4 sponsor passes with access to performers' hospitality tent
- Up to four complimentary festival tickets

Supporting Sponsor - \$2,500

- Half-page ad in festival program book
- Embedded logo on website
- One sponsor table
- Up to 2 sponsor passes with access to performers' hospitality tent
- Two complimentary festival tickets

SMALLER SPONSORSHIPS

Table Sponsor - \$1,800

- Quarter-page ad in festival program book
- One sponsor table
- Up to 2 sponsor passes with access to performers' hospitality tent
- Two complimentary festival tickets (no camping)

Individual Sponsor - \$1,500

- Thank You listing in festival program book
- Up to 2 sponsor passes with access to performers' hospitality tent
- Two complimentary festival tickets (no camping)

Sponsorship Benefits at a Glance

Sponsor Level	Program Book	On-Stage Recognition	Digital Promotion	Sponsor Access Pass	Comp. Festival Tickets	Branded Items	Sponsor Table
All Festival \$50,000	Back Cover	Main Stage Logo on Video Screens (all 3 nights)	Press Release, Email Blast, Social Media Post + 3 below	Up to 10	Up to 10	Yes	Two
Premier \$25,000	Inside Cover	Main Stage (all 3 nights)	Posts, Logo, Newsletter, Website	Up to 6	Up to 6	Yes	One
Official \$10,000	Full Page	Smaller Stage (day)	Logo, Newsletter, Website	Up to 4	Up to 4	On Table Only	One
Patron \$5,000	Full Page	No	Logo, Website	Up to 4	Up to 4	On Table Only	One
Supporting \$2,500	Half Page	No	Logo	Up to 2	Up to 2	On Table Only	One
Table \$1,800	Quarter Page	No	No	Up to 2	Up to 2 No Camping	On Table Only	One
Individual \$1,500	Listed in Sponsor Page	No	No	Up to 2	Up to 2 No Camping	No	No

Program Book Ad Opportunities

Ad Size	Dimensions	Comments
Full Page	7.5"w x 10"h	
Half Page (Vertical)	3.625"w x 10"h	
Half Page (Horizontal)	7.5"w x 4.875"h	
Quarter Page (Vertical)	3.625"w x 4.875"h	
Quarter Page (Horizontal)	7.5"w x 3.438"h	
Business Card/Square Options Available		

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

File Requirements:

- Minimum 300 dpi
- Accepted File Formats:
 - TIFF
 - EPS
 - JPEG (high-res)
 - Illustrator
 - PDF
 - Adobe InDesign (fonts outlined)



Contact Information

To purchase an ad or sponsorship or submit ad copy or logos: www.folkfest.org/sponsors

Contact: Pat Gourley, 267-278-0547,
pgourley@pfs.org

Mailing Address:

Philadelphia Folksong Society
6711 Germantown Ave, P.O. Box 4959
Philadelphia, PA 19119