



august
15/16/17
2008

Be Part of this Unique Event celebrating its 47th year of providing the best in folk and acoustic music in the Mid-Atlantic Region

The Philadelphia Folk Festival is largest and oldest continuously running festival of its kind in the country. For more than four decades, thousands of people each year come together to enjoy the great music and festivities the Festival has to offer. The Festival is presented the third weekend in August just north of Philadelphia in Upper Salford, Pennsylvania. This year's event, August 15, 16 & 17, will provide the same high quality performances as in year's past and again be a great experience for the public and opportunity for sponsors.

Since its inception, the Philadelphia Folk Festival has been the primary fund raising event for the Philadelphia Folksong Society. Founded as a 501(c)3 non-profit, educational organization in 1957, The Society provides educational programs in area schools and other public facilities. Some of the programs include:



- Five scholarships: for undergraduate and graduate study and to support folk musicians
- Odyssey of American Music: brings musicians into schools to help connect social studies classes to real people and issues of the time being studied – (In 2005-2006, the Odyssey program was presented at 16 local schools and worked with over 6,000 students.)
- Grants in Aid: Funds various programs, including seed grants for other Festivals and organizations
- Community Service: sends musicians to senior centers, hospices, mental health centers, and other organizations.

Philadelphia Folksong Society's mission:

As a non-profit educational organization, The Philadelphia Folksong Society is dedicated to the encouragement, dissemination, and enjoyment of folk music and related expressions of folklore. The Society achieves its mission through the sponsoring of research, education, therapeutic programs and related publications.

www.pfs.org
www.folkfest.org



2008 Sponsorship opportunities

The Philadelphia Folk Festival offers many opportunities for sponsors to show their support and commitment to the Festival and the Philadelphia Folksong Society. Supporting the Festival allows sponsors to gain recognition not only during the event but also throughout the year to the Society's 3,500+ members and others who visit the Society and Festival websites for information about the organization, the Festival, and other area music venues.

Who Attends the Philadelphia Folk Festival?

- Approximately 10,000-12,000 people per day
- Majority of attendees are from the Delaware Valley
- 56% are 25-50 years of age
- 18% are 25-35 years of age
- Over 5,000 people camp in the on-site campground for the entire weekend.

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*Contact Pat Gourley, Festival Co-Chairperson at 267-278-0547 or
pgourley@folkfest.org*



FESTIVAL SPONSOR: (\$50,000)

As a Festival Sponsor, you will have the highest level of exposure to the event attendees and prospective attendees. Unique to this level of sponsorship, this category will remain exclusive to your individual industry – no competing businesses in this level of sponsorship. The Festival Sponsor will receive the following additional benefits:

- Festival sponsor recognition and logo on over 100,000 pieces of direct mail used for Festival promotion (primary logo),
- A full page ad in the Festival program book (color, inside cover),
- Privilege to use the PFF logo and state “Official Sponsor of the Philadelphia Folk Festival” in your organization’s public communications,
- Company banner displayed on each of the five concert and dance stages,
- Company name/logo (individual) displayed on the projected video screens between each act during evening concert,
- Verbal recognition of support from each concert stage at all performances throughout the weekend,
- Opportunity to provide product/company marketing materials for Festival shuttle buses,
- Company name/logo included on Festival signage at entry gates and high traffic areas,
- Inclusion in media campaign including radio spots and print ads,
- Company name/logo and website link on both the Festival and Society’s website (12 months),
- Company logo and website link on Folksong Society event emails sent to 5,000 music enthusiasts approximately 5 times a month,
- Company logo on volunteer t-shirts (2,000+volunteers),
- One time use of the Philadelphia Folksong Society 3,500+ member mailing list
- (1) 10’x 20’ area provided for corporate tent to display company information and great your guests,
- (1) 10’x 10’ area in the campground to display corporate information,
- Sponsor recognition in the Festival program book and on the Festival website,
- Private backstage tour with the Festival Chairman and Folksong Society President,
- 10 Passes to view one of the headliner performances from the main concert stage,
- 25 Weekend concert tickets for your employees or guests,
- 15 VIP Passes, which include special reserved seating, VIP parking, access to exclusive backstage area and includes lunch on Saturday and Sunday,
- 2 Hotel Rooms for Friday and Saturday evening.

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STAGE SPONSOR: (\$20,000)

As a stage sponsor, you will gain one of the highest levels of exposure to event attendees and prospective attendees. The Stage Sponsor will receive the following additional benefits:

- Festival Sponsor recognition and logo on over 100,000 pieces of direct mail used for Festival promotion,
- A full page ad in the Festival program book,
- Company signage displayed on the stage sponsored,
- Company name/logo displayed on each of the five concert and dance stages,
- Company name/logo (individual) displayed on the projected video screens several times throughout the evening concert,
- Verbal recognition of support from the main concert stage and the sponsored stage, throughout the weekend,
- Company name/logo included on Festival signage at entry gates and high traffic areas,
- Inclusion in media campaign including radio spots and print ads,
- Company name/logo displayed with a link to your company on both the Festival and Society's website (12 months),
- Company logo and website link on Folksong Society event emails sent to 5,000 music enthusiasts approximately 5 times a month,
- One time use of the Philadelphia Folksong Society 3,500+ member mailing list
- 10'x10' area provided for corporate tent
- Sponsor recognition in the Festival program book and on the Festival website,
- Private backstage tour with the Festival chairman and Folksong Society President,
- 5 Passes to view one of the headliner performances from the main concert stage,
- 15 Weekend concert tickets for your employees or guests,
- 10 VIP Passes, which include special reserved seating, VIP parking, access to exclusive backstage area and includes lunch on Saturday and Sunday,

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FESTIVAL PARTNER: (\$10,000)

As a Festival Partner, you will have a high level of exposure to the event attendees and prospective attendees. The Festival Partner will receive the following additional benefits:

- Logo recognition on over 100,000 pieces of direct mail used for Festival promotion,
- A half page ad in the Festival program book,
- Company name/logo displayed on each of the five concert and dance stages,
- Company name/logo displayed on the projected video screens several times throughout the evening concerts,
- Company Name/logo included on all on-site banners at entry gates and high traffic areas,
- Multiple mentions from the main stage during the weekend,
- Inclusion in media campaign* including radio spots and print ads,
- Company name/logo displayed with a link to your company on the Festival and Folksong Society's website (12 months),
- Company logo on Folksong Society event emails sent to 5,000 music enthusiasts approximately 5 times a month,
- 10'x10' area provided for corporate tent
- Sponsor recognition in the Festival program book and on the Festival website
- 10 Weekend concert tickets for your employees or guests,
- 5 VIP passes, which include special reserved seating, VIP parking, access to exclusive backstage area and includes lunch on Saturday and Sunday.

***Total number of inclusions determined at the time of the sponsorship commitment.**

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EVENING CONCERT SPONSOR: \$7,500

As a sponsor of an individual evening concert, your company will have the opportunity to gain priority recognition of that evening's concert event. Each concert includes five hours of performances by leading musicians and event headliners. A Concert Sponsor will receive recognition in a variety of ways including:

- Logo recognition on over 100,000 pieces of direct mail used for Festival promotion,
- A quarter page ad in the Festival program book,
- Company name/logo displayed on the Main Concert Stage on the day of your sponsored event,
- Multiple mentions from the stage during the concert,
- Company name/logo displayed on the projected video screens several times throughout the concert,
- Company name/logo displayed with a link to your company on our website (12 months),
- Sponsor recognition in the Festival program book and on the Festival website,
- 2 Passes to view one of the headliner performers from the main concert stage,
- 5 Weekend concert tickets for your employees or guests,
- 2 VIP Passes, which include special reserved seating, VIP parking, access to exclusive, backstage area and includes lunch on Saturday and Sunday.

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SATURDAY AFTERNOON CONCERT SPONSOR: \$5,000

As a sponsor of the Saturday afternoon concert, your company will gain priority recognition of the Saturday afternoon concert, one of the most popular concerts at the Festival. This concert features one or two headline acts for a two hour long performance on the Festival's Main Stage. A Concert Sponsor will receive recognition in a variety of ways including:

- Logo recognition on over 100,000 pieces of direct mail used for Festival promotion,
- A quarter page ad in the Festival program book,
- Company name/logo displayed on the Main Concert Stage during concert,
- Multiple mentions from the stage during the concert,
- Company name/logo displayed and link on the Festival website (12 months),
- Sponsor recognition in the Festival program book and on the Festival website,
- 2 Passes to view one of the headliner performers from the main concert stage during the concert,
- 5 Weekend concert tickets for your employees or guests,
- 2 VIP Passes, which include special reserved seating, VIP parking, access to exclusive, backstage area and includes lunch on Saturday and Sunday.

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AREA SPONSOR: (\$3,500-7,000*)

The Festival has three distinct areas that are available on the site including the Children's, Crafts and Camping areas. Sponsorship recognition in support of these areas is available for the entire weekend. The package includes the following:

- Logo recognition on over 100,000 pieces of direct mail used for Festival promotion,
- A quarter page ad in the Festival program book,
 - Company name/logo displayed on an individual banner at the main entrance of the sponsored area,
 - Company name/logo on sponsor slide projected on the video screens at the opening and close of the evening concerts,
 - Company name/logo displayed with a link to your company on our website (12 months),
 - Sponsor recognition in the Festival program book and on the Festival website,
 - 5 Weekend concert tickets for your employees or guests,
 - 2 VIP Passes, which include special reserved seating, VIP parking, access to exclusive, backstage area and includes lunch on Saturday and Sunday.

Children's area (1 banner) = \$3,500, Crafts area (2 banners) = \$4,500, Camping area (4 banners) = \$7,000

FESTIVAL CONTRIBUTOR: (\$1,500)

As a Festival contributor, you will receive:

- 1/8 page ad in the Festival program book,
- Sponsor recognition in the Festival program book and on the Festival website,
- 2 VIP Passes, which includes special reserved seating, VIP parking, access to exclusive, backstage area and includes lunch on Saturday and Sunday.

FESTIVAL VOLUNTEER T-SHIRT: (\$1,200)

As a Festival sponsor, you will receive:

- Company name or logo on the Folk Festival volunteer t-shirts,
- Sponsor recognition in the Festival program book and on the Festival website,
- 2 VIP Passes, which includes special reserved seating, VIP parking, access to exclusive, backstage area and includes lunch on Saturday and Sunday.

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FESTIVAL SUPPORTER: (\$1,000)

As a Festival contributor, you will receive:

- 1/8 page ad in the Festival program book,
- Sponsor recognition in the Festival program book,
- 2 VIP festival tickets including admission to reserved seating and VIP Parking

FESTIVAL ON SITE VEHICLE SPONSOR (\$750)

As a Festival Sponsor, you will receive:

- Sponsor logo/name on two vehicles used in concert area, campground, and parking lots to transport performers, customers, staff and others,
- Sponsor recognition in the Festival program book,
- 2 all festival tickets including admission to reserved seating.

FESTIVAL FRIEND: (\$500)

As a Festival contributor you will receive:

- Sponsor recognition in the Festival program book,
- 2 all festival tickets including admission to reserved seating.

Additional sponsorship opportunities are available such as graphic displays on the volunteer food tent, bus stop (on-site) signage, the campground and others.

For information or customized sponsor package, please contact Pat Gourley at 267-278-0547 or pgourley@folkfest.org.

Advertising opportunities are also available, please contact the Philadelphia Folksong Society office at 215-247-1300, pfs-admin@pfs.org.



You can sign up now to sponsor.

Just complete this form and fax to 215-247-0293, attention Pat Gourley.

- | | |
|--|---|
| <input type="checkbox"/> Festival Sponsor \$50,000 | <input type="checkbox"/> Stage Sponsor \$20,000 |
| <input type="checkbox"/> Festival Partner \$10,000 | <input type="checkbox"/> Evening Concert \$7,500 |
| <input type="checkbox"/> Saturday Concert \$5,000 | <input type="checkbox"/> Area Sponsor \$3,500 to \$7,000* |
| <input type="checkbox"/> Festival Contributor \$1,500 | <input type="checkbox"/> Volunteer T-shirt \$1,200 |
| <input type="checkbox"/> Vehicle Sponsor \$750 | <input type="checkbox"/> Festival Friend \$500 |
| <input type="checkbox"/> Please contact me to discuss other sponsor or advertising options | |

* Children's area \$3,500 Crafts area \$4,500 Camping area \$7,000

Company Name (as you would like it to appear in print and on website)

Contact (full name and title)

Address

City, State, Zip

Fax number and email address

50% due at time of commitment, remainder by August 1, 2008

I have enclosed my check payable to the Philadelphia Folksong Society (mailing address below).

Please charge my credit card Amex MasterCard Visa

Credit Card Number

Name as it appears on card

Exp. Date

Signature

The Philadelphia Folksong Society, 7113 Emlen Street, Philadelphia, PA 19119

Phone: 215-247-1300 Fax: 215-247-0293 www.folkfest.org

Questions? Contact Pat Gourley at pgourley@folkfest.org, 267-278-0547.