59TH ANNUAL
PHILADELPHIA
FOLK FESTIVAL
AUGUST 13TH-16TH
UPPER SALFORD TWP, PA
The Philadelphia Folk Festival is the oldest continuously run outdoor music festival in North America. Now in its 59th year, the Festival responded to the global pandemic that devastated the music industry not by cancelling, but by pivoting the event to a fully interactive digital music experience that can be accessed by our core audience and music lovers around the world!

35,000+ cumulative attendees

2019 Fest by Numbers:
- 7,000+ campers
- 2,000+ volunteers
- 3 days & 4 nights
- 80+ performing acts
- 75+ hours of music
- 8 stages

Premiere Programming

The Festival has earned a reputation for world-class programming, annually presenting both emerging artists and well-known talent. The Festival programs a diverse array of artists, and actively seeks to broaden public interaction with folk music that resides outside of typical perceptions of the genre.

Considered an international leader in folk, in 2018 the Festival was the first in North America invited to join the Keychange Pledge, pledging to achieve 50/50 gender parity on AND off stage by 2020. The Festival achieved this goal in 2018, including earning distinction as the only major outdoor music festival in America to feature ALL women-led headliners. The Festival will continue its vision of equitably representing women, minorities, LGBTQ+, and cultures from around the world through its 59th year. Notable past artists include:

- The Avett Brothers
- Joan Baez
- David Bromberg
- Jackson Browne
- Judy Collins
- David Crosby
- The Decemberists
- John Denver
- Ani DiFranco
- Arlo Guthrie
- John Hartford
- Levon Helm
- Janis Ian
- Mississippi John Hurt
- Joni Mitchell
- Tom Paxton
- John Prine
- Bonnie Raitt
- Tom Rush
- Pete Seeger
- Chris Smither
- Mavis Staples
- Taj Mahal
- Trombone Shorty
- Loudon Wainwright III
- Doc Watson
- Lucinda Williams
WHO ATTENDS THE FESTIVAL?

Over 35,000 cumulative attendees join our annual event in the Philadelphia suburbs of Upper Salford Township, PA. The data below is based on nearly 15,000 completed surveys and ticket buyer data from the 2009-2019 festivals. Our survey data clearly shows that over 70% of our attendees have an annual household income over $50,000, are over the age of 45, live in Pennsylvania and have at least an undergraduate degree. 34% of our attendees have a graduate degree and make over $100,000 annually.

The average Philadelphia Folk Festival attendee is a wealthy, educated, family-oriented music lover whose buying principals skew towards the green, healthy, outdoorsy, and sustainable.
“I can’t believe that this was my first year. I was missing something.”

“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.””

“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!”

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

The Festival regularly garners attention from local, regional, and national press and media outlets, including:

npr 6abc 69 NEWS WHY Y

metro The Inquirer Rolling Stone Philadelphia

m a g a z i n e

www.PFS.org 2020 Philadelphia Folk Festival Sponsorship Opportunities 215.247.1300
The Philadelphia Folk Festival offers a return on investment for companies who want to build a relationship with a loyal audience base. Festival Sponsors enjoy a menu of benefits for each support level, and can include a wide range of creative ways to share your brand with Fest-goers!

All Sponsor packages are customizable based on level of support and your unique brand needs.

**Some benefits can include:**

**PRINT & WEB VISIBILITY**
Logo placement, advertising, and branding opportunities are available in print on Festival posters and promotional materials, outdoor advertising, and in the Souvenir Program Book circulated to all attendees, many of whom keep and cherish them as collector’s items for years to come.

Gain exposure through digital media on the Philadelphia Folksong Society and Festival website, Facebook pages, and Instagram.

18,000+ followers on Facebook (@PhiladelphiaFolkFestival & @PFSOfficialPage) & Instagram (@folksongsociety)

45,000+ subscribers on PFS’ eblast list (nearly 30% open rate!)

Sponsors enjoy recognition at PFS.org, the online information hub for the Philadelphia Folk Festival.

Past Media Sponsors include:

![Sponsors logos]

www.PFS.org 2020 Philadelphia Folk Festival Sponsorship Opportunities 215.247.1300
SPONSORSHIP BENEFITS

PRODUCT SAMPLING
There’s no substitute for personal experience: get your products in the hands of attendees!

Some product sponsors from past Festivals include:

LOGO PLACEMENT & BRANDING
Keep your company on the minds of Fest attendees for years to come with creative logo placement and exclusive branding opportunities.

See your logo on:
- Websites
- Commercials
- Festival Program Book
- Digital Stage Skins
- Lower Thirds Graphics
- Lanyards/Wristbands

DIGITAL TABLING
Reach Fest attendees one-on-one to share your brand’s story in our fully interactive digital festival site!

www.PFS.org  2019 Philadelphia Folk Festival Sponsorship Opportunities  215.247.1300
Sponsorship Benefits

VIP Ticket Packages & Experiences
Sponsors can enjoy ticket packages for employees or clients, including opportunities for Meet & Greets, reserved seating, exclusive wine tastings, and more! All VIP ticket packages are customizable.

Naming Opportunities
Enjoy category-exclusive visibility for your brand with a naming opportunity! Your brand or company can lend its name to a number of stages, areas, or happenings throughout Festival and be recognized in print materials and on-site.

[Your Brand Here] Stage!

[Your Brand Here] Story Hour!

The Official [Your Product] of Fest!

The [Your Brand Here] Concert:
4:00pm to Midnight
Martin Guitar Main Stage
Piper: Dennis Hangey
Wesley Stace
RUNA
John McCutcheon
Cry Cry Cry
Sierra Hull
Larry Campbell
& Teresa Williams
Ranky Tanky
Graham Nash
THE WEIGHT BAND with
The King Harvest Horns

The [Your Brand Here] Stage!
ADVERTISING OPPORTUNITIES

The Philadelphia Folk Festival offers a return on investment for companies who want to build a relationship with a loyal audience base. Attendees flip through the program book for the event information, artist bios, and to be connected to products and services of interest to a community-minded live music fan.

PRINT VISIBILITY

Logo placement, advertising, and branding opportunities are available in print on Festival posters and promotional materials, outdoor advertising, and in the Souvenir Program Book circulated to attendees, many of whom keep and cherish them as collector’s items for years to come.

Program Book Ad Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Base Price</th>
<th>Member/Non-Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Truck:</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
<tr>
<td>Inside Front or Back Cover (color):</td>
<td>$1,100</td>
<td>$1,000</td>
</tr>
<tr>
<td>Full Page:</td>
<td>$600</td>
<td>$500</td>
</tr>
<tr>
<td>3/4 Page:</td>
<td>$500</td>
<td>$450</td>
</tr>
<tr>
<td>1/2 Page:</td>
<td>$400</td>
<td>$350</td>
</tr>
<tr>
<td>1/4 Page:</td>
<td>$250</td>
<td>$200</td>
</tr>
<tr>
<td>Business Card:</td>
<td>$150</td>
<td>$125</td>
</tr>
<tr>
<td>Square:</td>
<td>$75</td>
<td>$50</td>
</tr>
</tbody>
</table>
### Program Ad Specs

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7-1/2”x10”</td>
</tr>
<tr>
<td>Full Page w/bleed</td>
<td></td>
</tr>
<tr>
<td>live</td>
<td>7-1/2”x10”</td>
</tr>
<tr>
<td>trim</td>
<td>8-1/8”x10”</td>
</tr>
<tr>
<td>1/8” bleed</td>
<td>8-3/8”x10-7/8”</td>
</tr>
<tr>
<td>1/2 Page (vertical)</td>
<td>3-5/8”x10”</td>
</tr>
<tr>
<td>1/2 Page (horizontal)</td>
<td>7-1/2”x4-7/8”</td>
</tr>
<tr>
<td>1/4 Page (vertical)</td>
<td>3-5/8”x4-7/8”</td>
</tr>
<tr>
<td>1/4 Page (horizontal)</td>
<td>7-1/2”x2-7/16”</td>
</tr>
<tr>
<td>1/8 Page/Business Card</td>
<td>3-5/8”x2-7/16”</td>
</tr>
<tr>
<td>Square</td>
<td>2-7/16”x2-7/16”</td>
</tr>
</tbody>
</table>

All files must be 300dpi or higher.
Please supply ads in one of the following formats:
- Tiff
- EPS (please supply all fonts)
- JPEG (high resolution only)
- Illustrator (please OUTLINE all fonts)
- PDF (please OUTLINE all fonts)
- Adobe InDesign CS (please OUTLINE all fonts)

### To submit materials:

Submit your request and artwork by emailing [jnordell@pfs.org](mailto:jnordell@pfs.org)

Email or call 215-247-1300 for any questions or to reserve your space today!
DIGITAL ADVERTISING OPPORTUNITIES

SPONSOR AN AD ON PFS.ORG!
Our attendees get their information digitally, and our website is a first stop information hub for anyone looking for Festival news!

with over
303,000 page views annually
10,000+ page views daily during Festival

Our reach:

<table>
<thead>
<tr>
<th>Web Page</th>
<th>July Visits</th>
<th>August Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Festival Page</td>
<td>10,000+</td>
<td>24,000+</td>
</tr>
<tr>
<td>Festival Lineup</td>
<td>8,000+</td>
<td>17,000+</td>
</tr>
<tr>
<td>PFS.org Homepage</td>
<td>5,000+</td>
<td>8,000+</td>
</tr>
</tbody>
</table>

Digital Ad Rates*

<table>
<thead>
<tr>
<th>Placement/Page</th>
<th>July Weekly Rate</th>
<th>July Monthly Rate</th>
<th>August Weekly Rate</th>
<th>August Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Festival Page</td>
<td>$300</td>
<td>$1,000</td>
<td>$600</td>
<td>$2,000</td>
</tr>
<tr>
<td>Festival Lineup</td>
<td>$200</td>
<td>$750</td>
<td>$400</td>
<td>$1,500</td>
</tr>
<tr>
<td>PFS.org Homepage</td>
<td>$150</td>
<td>$500</td>
<td>$200</td>
<td>$750</td>
</tr>
</tbody>
</table>

*Non-profit & PFS Member rates available; Based on standard size; Restrictions and deadlines may apply.

GET SOCIAL:

Gain exposure through **digital media** on the Philadelphia Folksong Society and Festival Facebook pages and Instagram.

20,000+ followers
on Facebook (@PhiladelphiaFolkFestival & @PFSOfficialPage)
Twitter & Instagram (@folksongsociety)
## Sample Sponsor Levels

<table>
<thead>
<tr>
<th>Branding &amp; Naming</th>
<th>Presenting Sponsor</th>
<th>Premier Sponsor</th>
<th>Official Sponsor</th>
<th>Patron Sponsor</th>
<th>Participating Sponsor</th>
<th>Supporting Sponsor</th>
<th>Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;Official Sponsor&quot; / category exclusion</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Stage or Area Naming</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Branded Programming Block</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Other Branding (badges, lanyards, etc)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

## Print Exposure

<table>
<thead>
<tr>
<th></th>
<th>Presenting Sponsor</th>
<th>Premier Sponsor</th>
<th>Official Sponsor</th>
<th>Patron Sponsor</th>
<th>Participating Sponsor</th>
<th>Supporting Sponsor</th>
<th>Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGO on Program Cover</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>LOGO included in Program</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

## Ad in Program

<table>
<thead>
<tr>
<th>Ad in Program</th>
<th>Color, inside cover</th>
<th>Double Truck</th>
<th>Full Page</th>
<th>Half Page</th>
<th>Half Page</th>
<th>Quarter Page</th>
<th>Quarter Page</th>
</tr>
</thead>
</table>

## Online Exposure

<table>
<thead>
<tr>
<th>Online Exposure</th>
<th>Presenting Sponsor</th>
<th>Premier Sponsor</th>
<th>Official Sponsor</th>
<th>Patron Sponsor</th>
<th>Participating Sponsor</th>
<th>Supporting Sponsor</th>
<th>Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGO on PFS.org</td>
<td>w/link</td>
<td>w/link</td>
<td>w/link</td>
<td>w/link</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Dedicated pre-Fest e-blast (15K+ recipients)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Featured post on Social Media (16K+ followers)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Mention in pre-Fest e-blast (15K+ recipients)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Mention on Social Media (16K+ followers)</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

## Audience Exposure

<table>
<thead>
<tr>
<th>Audience Exposure</th>
<th>Presenting Sponsor</th>
<th>Premier Sponsor</th>
<th>Official Sponsor</th>
<th>Patron Sponsor</th>
<th>Participating Sponsor</th>
<th>Supporting Sponsor</th>
<th>Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition from stage before select concerts</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>LOGO displayed at Main Gate</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Table / Booth in high traffic area</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

## Direct Participation

<table>
<thead>
<tr>
<th>Direct Participation</th>
<th>Presenting Sponsor</th>
<th>Premier Sponsor</th>
<th>Official Sponsor</th>
<th>Patron Sponsor</th>
<th>Participating Sponsor</th>
<th>Supporting Sponsor</th>
<th>Table Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to host a special event at Festival</td>
<td>X</td>
<td>X</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Sponsor badges for staff/VIP (provides access to exclusive areas)</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>4</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Complimentary Festival tickets</td>
<td>10</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>

All benefits are subject to availability and deadlines.

To customize your package or begin a discussion:

Justin Nordell  
Executive Director  
jnordell@pfs.org  
215-247-1300