



News Release

FOR INTERNAL REVIEW

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National Folk Festival Fundraising Committee Launches Legacy Society

Legacy Society is a major first year effort that will last a lifetime

SALISBURY, MD – April 6, 2018 – The fundraising committee of the National Folk Festival is on a mission to raise \$300,000 in an up-close and personal way, by asking community members, philanthropists and businesses to become one of 300 founding members of the NFF Legacy Society. The first 300 people to make a gift of \$1,000 or more will join the Legacy Society, and in so doing, will have their name engraved on a brick on the Legacy Society Member Wall at the new Downtown Amphitheater at Riverwalk Park.

“This compelling fundraising offer will allow community members to be a part of the legacy of the National Folk Festival in Salisbury,” said Carline O’Hare, NFF manager. “The Legacy Wall symbolizes the foundation of the festival and we are thrilled to invite our community to share in the success of its first year.”

“We think the Legacy Society is a great way to show support for the NFF,” Mike Dunn, a member of the fundraising committee said. “We hope and think that we can find 300 community minded people and businesses who will want to be part of something historic, and something memorable. We think the Legacy Society, and the Legacy Wall, present significant opportunities to say – for all time – that you were an early and ardent supporter of our city’s effort to make the NFF a success.”

In addition to the Legacy Society, corporate sponsorships – on a much larger scale – are available. The National Folk Festival is expected to draw between 60 – 80,000 people to Downtown Salisbury September 7th – 9th. The NFF staff expect the direct economic impact to Salisbury and the Lower Eastern Shore to be between \$15-\$30 million, generated from hotel bookings, shopping, travel, and visits to local restaurants.

The National Folk Festival’s partnership with Salisbury Arts & Entertainment District, a 501c3, allows for Legacy Society and corporate sponsorships to be tax deductible.

Join the Legacy Society today online at <https://www.nationalfolkfestival.com/legacysociety>

About the National Folk Festival

The National Folk Festival is a 3-day FREE event with seven stages of continuous music and dance performances by over 350 artists. Attendees will experience music, crafts, food, a dance pavilion and family area with activities and games for children. The Festival will also showcase a Maryland Traditions Folklife Area focusing on Chesapeake Traditions. The juried Festival Marketplace will exclusively feature artisans from Maryland and the Delmarva peninsula.