



2020 SPONSORSHIP INFORMATION

NATIONAL FOLK FESTIVAL | SALISBURY, MD

September 11-13, 2020

About the Festival:

The 80th National Folk Festival returns to Salisbury, Maryland September 11-13, 2020. For three days, Salisbury, Maryland will be the center of the folk universe. Known to millions as “A Feast for the Senses”, this FREE, large-scale, outdoor event will celebrate the best of America and the best of Maryland. Featuring over 350 of the nation’s finest traditional performers and crafts people, 7 stages of continuous music and dance, craft exhibits and demonstrations, a festival marketplace, family activities, and delicious regional and ethnic foods.

PRESENTING & STAGE SPONSORS

PRESENTING SPONSOR - \$200,000+ (Only 1 available)

Co-Host the Festival with the City of Salisbury.

- Industry Exclusivity for Headline Sponsor
- Company name / logo featured on ALL sponsored stages (together with stage & media partners)
- Company identified as ‘Presenting Sponsor’ in TV and online advertising, billboards, online marketing, print collateral; including brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Full page company ad on back cover of Festival Guide
- Sponsor recognized in all announcements from ALL stages; prominent banner / signage recognition / wayfinding signs
- Company listed as a co-sponsor for Shore Transit’s ‘This Fare’s On Us’ – free direct routes during Festival weekend.
- Company recognized as Presenting Sponsor in Social Media posts 7-10 times during the summer of 2020
- Promotional area at Festival (20’x10’)
- 10 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company

DANCE PAVILLION SPONSOR - \$125,000 (Only 1 available)

You’ll have the crowds on their feet and jumping for joy as the host of the Dance Pavilion.

- Company name / logo featured on sponsored dance pavilion stage (together with presenting sponsor & media partners)
- Company identified as a stage sponsor in marketing material - brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Half page company ad in Festival Guide
- Sponsor recognized in all announcements from the dance pavilion stage; prominent banner / signage recognition / wayfinding signage
- Company recognized as Dance Pavilion Stage Sponsor in Social Media posts 7-10 times during the summer of 2020
- Promotional area at Festival (10’x10’)
- 6 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company



STAGE SPONSORSHIP - \$100,000 (3 available)

Host some of the hottest performances at the Festival.

- Company name / logo featured on sponsored stage (together with presenting sponsor and media partners)
- Company identified as a stage sponsor in marketing material - brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Half page company ad in Festival Guide
- Sponsor recognized in all announcements from the sponsored stage; prominent banner / signage recognition / wayfinding signage
- Company recognized as Stage Sponsor in Social Media posts 5-7 times during the summer of 2020
- Promotional area at Festival (10'x10')
- 6 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company

FAMILY STAGE & FAMILY AREA - \$40,000 (Co-sponsorship Opportunities with \$25,000 min for naming)

Bring a smile to families at the Festival with incredible performances, engaging games & free make-and-take crafts.

- Company name / logo featured on Family Stage & Family Area
- Company name mentioned in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Sponsor recognized in all Family Stage announcements; prominent banner/signage recognition
- Quarter page company ad in Festival Guide
- Company recognized in Social Media posts 3-5 times during the summer of 2020
- Promotional area at Festival (10'x10')
- 4 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company

MARYLAND FOLKLIFE STAGE & AREA - \$40,000 (Co-sponsorship opportunities with MSAC & Maryland Traditions)

Celebrate Maryland and the Maryland Traditions program of the MD State Arts Council.

- Company name / logo featured throughout Maryland Folklife Stage & Area (together with MSAC & MD Traditions)
- Company name mentioned in promo materials; brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Sponsor will be recognized in announcements in the Folklife Area; prominent banner/signage recognition
- Quarter page company ad in Festival Guide
- Company recognized in Social Media posts 3-5 times during the summer of 2020
- Promotional area at Festival (10'x10')
- 4 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company

SPONSORS

ARTISTS-IN-SCHOOLS SPONSOR - \$25,000 (Co-sponsorship Opportunities)

Bring 10 – 12 artist groups into Wicomico County schools for interactive performances before the Festival starts.

- Company name included in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Company may have on-stage presence at performances at schools and at Festival by artists who performed in schools
- Company recognized in Social Media posts 3-5 times during the summer of 2020
- Promotional area at Festival (10'X10')
- 4 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company site



SHORE TRANSIT 'THIS FARE'S ON US' SPONSOR - \$25,000 (Co-sponsor with Presenting Sponsor)

Cover the cost of ALL direct route fares in ALL 3 counties aboard Shore Transit's buses during the Festival weekend.

- Company name/logo included in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Company recognized at Shore Transit hubs and on board buses.
- Appropriate recognition on way-finding signs
- Company recognized in Social Media posts 3-5 times during the summer of 2020
- Promotional area at Festival (10'X10')
- 4 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company site

FESTIVAL MARKETPLACE SPONSOR - \$25,000

The Festival Marketplace is home to the finest artisan and craftspeople in Maryland and the Delmarva Peninsula.

- Company name / logo featured on Festival Marketplace banner / signage
- Company name/logo included in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Appropriate recognition on way-finding signs
- Company recognized in Social Media posts 3-5 times during the summer of 2020
- Promotional area at Festival (10'X10')
- 4 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company site

ARTISTIC PROGRAM SPONSOR - \$10,000 (Co-sponsorship Opportunities)

Welcome the country's finest artists to the crossroads of Delmarva – Salisbury, Maryland.

- Artist meet & greet for you and 4 friends at the Festival
- Company name included as appropriate in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Appropriate recognition on way-finding signs
- Company name/logo on materials distributed to artists
- Company recognized in Social Media posts 2 times during the summer of 2020
- 2 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company site

SATURDAY 'AFTER-HOURS' PARTY SPONSOR - \$10,000

Host one of the most incredible parties you've ever been to – music, dancing, food with private performances brought to you by the Festival performers.

- Company name/logo displayed prominently at Festival Headquarters Hotel and on materials distributed to artists
- Company name included as appropriate in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Appropriate recognition on way-finding signs
- Company recognized in Social Media posts 2 times during the summer of 2020
- 2 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company site



ARTIST TRANSPORTATION - \$10,000

Help bring over 350 artists from across the country to Salisbury, Maryland.

- Company logo displayed on signage at Salisbury Airport
- Company name included as appropriate in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Appropriate recognition on way-finding signs
- Company recognized in Social Media posts at least once during the summer of 2020
- 2 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Recognition on Salisbury's National Folk Festival website linked to company site

GOLF CART SPONSOR - \$10,000

A fleet of 50 golf carts is used by staff to transport crew, supplies, artists, and more – quickly and safely.

- Company name/logo displayed on all golf carts and appropriate recognition on way-finding signs
- Company name/logo included in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Company recognized in Social Media posts at least once during the summer of 2020
- 2 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company site

GREEN SPONSOR - \$10,000

The National Folk Festival strives towards being green with water bottle refill locations and eco-stations.

- Company name/logo displayed on all water bottle refilling stations and appropriate recognition on way-finding signs
- Company name/logo included in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Company recognized in Social Media posts at least once during the summer of 2020
- 2 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company site

POP UP STREET PERFORMANCE SPONSOR - \$10,000

Street performances surprise and delight all over the Festival site.

- Company recognized by artists at each pop up street performance
- Company name/logo included in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Company recognized in Social Media posts at least once during the summer of 2020
- 2 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company site



VIP LOUNGE SPONSOR - \$10,000 (Co-sponsorship opportunities)

A VIP oasis set in the Festival grounds for sponsors, elected officials, and of course you and your guests.

- Company name / logo featured on VIP Lounge banner / signage
- Company name/logo included in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Appropriate recognition on way-finding signs
- Company recognized in Social Media posts 2 times during the summer of 2019
- Promotional area at Festival (10'X10')
- 2 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company site

VOLUNTEER T-SHIRT SPONSOR - \$5,000 (10 available)

Volunteer shirts are needed for the over thousand volunteers that help make the Festival run smoothly.

- Company name/logo displayed on volunteer shirts for over 1,000 volunteers
- Company name/logo included in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Company recognized in Social Media posts at least once during the summer of 2020
- 2 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company site

STAFF T-SHIRT SPONSOR - \$3,000 (6 available)

Show your support for our Festival Crew and Staff with official 2020 Staff t-shirts.

- Company name/logo displayed on staff shirts (400 shirts in 2019)
- Company name/logo included in brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Company recognized in Social Media posts at least once during the summer of 2020
- 2 Complimentary passes for VIP reception, Saturday Artists After-Party and parking
- Logo on National Folk Festival website linked to company site

MEDIA PARTNER SPONSORSHIP – Cash and In-Kind Contributions (Co-sponsorship Opportunities)

Spread the word through various media forms and help shine a spotlight on Maryland.

- Media Partners will be prominently recognized from each of five performance stages
- Company identified as a media sponsor in marketing material - brochures (50k), pocket guide (50k), & Festival Guide (150k)
- Company recognized in announcements at those performances; prominent banner/signage recognition
- Company recognized in Social Media posts 3-5 times during the summer of 2020
- Promotional area at Festival (10'X10')
- 4 Complimentary passes for VIP reception and parking



Other giving opportunities include the **Legacy Society** and the **Community Stage** with donation levels starting at \$1,000. **Leave your mark and help support the National Folk Festival.**

- **Legacy Society** - donations of \$1,000 or more are recognized with an inscribed brick on the Legacy Society Wall located at the Pohanka Riverwalk Amphitheater in Downtown Salisbury.
- **Community Stage** - donations of \$1,000 or more are recognized on signage at the Community Stage during the National Folk Festival. Various levels of giving and recognition are offered.



Please contact Caroline O'Hare at 410-677-1917 / cohare@salisbury.md or Rachael Rice at 410-838-6355 / rachaelrice@riceconsultingllc.com for more information on these sponsorship opportunities. Thank you for your support!

The National Folk Festival in Salisbury is a team effort led by the City of Salisbury and the National Council for the Traditional Arts in cooperation with the Salisbury Arts & Entertainment District & other champions. Salisbury Arts & Entertainment District Inc., a 501 (c)(3) not for profit organization. EIN number is 47-4845564

