

# 38<sup>th</sup> Ann Arbor Folk Festival Sponsorship Opportunities



*The Ark*  
where music lives

# 38<sup>th</sup> Ann Arbor Folk Festival Executive Summary



<b>WHAT</b>	The 38 <sup>th</sup> Annual Ann Arbor Folk Festival	
<b>WHO</b>	Presented by The Ark with support from the University of Michigan Center for Campus Involvement.	
<b>WHEN</b>	Friday, January 30 & Saturday, January 31, 2015 6:30 p.m. both nights	
<b>WHERE</b>	University of Michigan Hill Auditorium	
<b>FEATURING</b>	<b>FRIDAY NIGHT</b>	<b>SATURDAY NIGHT</b>
	Jason Isbell	Amos Lee
	Yonder Mountain String Band	Ani DiFranco
	Baskery	Buffy Sainte-Marie
	Bahamas	Holly Williams
	Mandolin Orange	The Dustbowl Revival
	Billy Strings & Don Julin	Laith Al-Saadi
	Steve Poltz, MC	Cheryl Wheeler, MC

\*\* program subject to change

## DESCRIPTION

One of the region's most anticipated musical events, the Ann Arbor Folk Festival is also the largest annual fundraising effort for The Ark, a 501(c)(3) non-profit arts organization with a 50-year history of presenting outstanding acoustic music in the Great Lakes Region.

The Ann Arbor Folk Festival is renowned for its excellence and the quality of talent it showcases year after year. Featuring a blend of renowned and up-and-coming performers, the program provides audience members with the opportunity to hear artists they know and love while discovering great new talent. The Folk Festival program presents two varied nights of music. Friday night will feature artists who are known for pushing the boundaries of their art, with a host of exciting performers bringing a progressive sound to the folk music scene. Saturday night will delve into the heart of folk and roots traditions with several outstanding emerging and veteran artists rooted in those traditions.

## AUDIENCE

Audience members are drawn from throughout the region, including 66% from the Ann Arbor/Washtenaw County area and 30% from elsewhere in Michigan. 46% are between the ages of 25 and 55. 47% have household incomes of \$75,000 or higher; 14% have household incomes of \$50,000-\$74,999. Complete demographics are available upon request.

## MARKETING

Print ads, press releases, posters, handbills, Ark calendar, Ark web site, radio.

## INFORMATION

For more information, contact Executive Director Marianne James or Annual Giving Manager Tom Stoll at The Ark at (734) 761-1800.

# Ann Arbor Folk Festival 2015 Sponsorship Opportunities



## **CORPORATE PARTNERSHIP LEVELS**

**Presenting Sponsor (Exclusive)**

**Headline Sponsor (Exclusive)**

**Producers Circle**

**Sponsors Circle**

**Applauders Circle**

**Design Sponsor: Q LTD**

**Hospitality Sponsor: Zingerman's Community of Business**

**Media Partners:**  
Ann Arbor's 107one  
Between the Lines  
Metrotimes  
Toledo.com  
WDET  
WEMU

## **IN-KIND SPONSORSHIP OPPORTUNITIES**

**Printing**

**Advertising**

*For detailed information regarding sponsorship opportunities, contact:  
Marianne James, Executive Director or  
Tom Stoll, Annual Giving Manager  
Phone: (734) 761-1800  
Email: [marianne@theark.org](mailto:marianne@theark.org) or [tom@theark.org](mailto:tom@theark.org)*

# Ann Arbor Folk Festival 2015 Sponsorship Opportunities



A variety of marketing opportunities are available to Corporate Partners sponsoring the Ann Arbor Folk Festival. Opportunities vary according to sponsorship level.

Pre-event promotion includes:

- **Radio:** Detroit public radio station WDET, Eastern Michigan University's WEMU and Ann Arbor's 107one will provide heavy in-kind promotion beginning several weeks out
- **Display and digital advertising:** Will be placed in several regional publications, including The Ann Arbor News, Metro Times, Michigan Daily, Current and others
- **Newsletters:** Promoted in The Ark's January/February calendar of performances, which will be sent to over 20,000 households
- **Online promotion:** The Festival is promoted on the Ark's web site, [theark.org](http://theark.org), the Festival blog, [findyourfolk.org](http://findyourfolk.org), Facebook, and Twitter.

On-site promotional opportunities vary according to sponsorship level and include:

- **Promotional table:** Opportunity to staff a promotional table and display/ demonstrate/sell products within Festival guidelines
- **Giveaways:** Promotional items, coupons, etc. may be provided as giveaways to Festival attendees
- **Program recognition**

Audience:

Over 6,000 audience members are expected from throughout the Great Lakes region. Complete demographics are available upon request; highlights include:

## **Residence**

66% from the Ann Arbor area  
30% from elsewhere in Michigan

## **Income**

33% have household incomes of \$100,000 or higher  
14% have household incomes of \$75,000 to \$99,999  
14% have household incomes of \$50,000 - \$74,999

## **Age**

46% are between the ages of 25 and 55

# Ann Arbor Folk Festival 2015 Sponsorship Opportunities



## PARTNERSHIP COMMITMENT

**\$30,000**

Presenting Sponsor

*The 39th Ann Arbor Folk Festival will take place in Hill Auditorium on Friday, January 30 and Saturday, January 31, 2015. As the Festival's largest supporter, the Presenting Sponsor will receive the highest degree of sponsor visibility, recognition and benefits. All benefits listed are negotiable.*

## PARTNER BENEFITS

- **Sponsor name will be directly linked** to the Festival everywhere it appears
- **Guarantee of exclusivity:** There is only one Presenting Sponsor and they will receive highest sponsor billing on all print and promotional material for the Folk Festival.
- **Prominent logo feature** in promotion and advertising campaigns, including:
  - PRINT** Logo featured in print ads in: The Ann Arbor News, Metro Times, Michigan Daily, Current, etc. Included in press releases to other area newspapers and publications.
  - CALENDAR** Logo featured in Folk Festival promotion piece in The Ark's January/ February calendar of performances, mailed to over 20,000 households in the Great Lakes region.
  - INTERNET** Logo featured on The Ark's web site; site traffic estimated at 3,300 hits per day. Opportunity to link Sponsor to Ark web site.
  - POSTERS** Prominent logo placement on promotional posters, distributed throughout southeast Michigan
- **Listed on Festival tickets** as Presenting Sponsor (6,000 - 7,000 total)
- **Prominent recognition on cover of Festival program**
- **Letter of welcome and full-page recognition** in program
- **Opportunity to address audience from stage or recognition provided from the stage** during the Festival

# Ann Arbor Folk Festival 2015 Sponsorship Opportunities



## PARTNERSHIP COMMITMENT

**\$30,000**  
Presenting Sponsor

## PARTNER BENEFITS

- **Opportunity to staff a promotional booth in lobby** within Festival guidelines
- **Opportunity to distribute promotional items** within Festival guidelines
- **12 tickets to the Festival\***, including backstage passes during intermission and an invitation to our pre-glow reception prior to Saturday's program
- **First rights of refusal** for 2016
- **Additional recognition opportunities** as agreed upon by Sponsor and the Festival

*\* Can choose Friday, Saturday or a combination.*

# Ann Arbor Folk Festival 2015 Sponsorship Opportunities



## PARTNERSHIP COMMITMENT

**\$10,000**

Headline Sponsors  
(one night each)

**\$15,000**

Headline Sponsor  
(two-night exclusive)

*The Headline Sponsors help to underwrite the cost of bringing the headlining artists to the Folk Festival. All benefits listed are negotiable.*

## PREVIOUS HEADLINERS

*Lyle Lovett  
Emmylou Harris  
John Prine  
Shawn Colvin  
Rufus Wainwright  
Nanci Griffith  
Doc Watson  
Ben Folds  
Chet Atkins  
Ani DiFranco  
Don McLean  
Sweet Honey in the Rock  
Donovan  
And many others.*

## PARTNER BENEFITS

- **Prominent logo feature** in promotion and advertising campaigns, including:

**PRINT** Logo featured in print ads in: The Ann Arbor News, Metro Times, Michigan Daily, Current, etc. Included in press releases to other area newspapers and publications.

**CALENDAR** Logo featured in Folk Festival promotion piece in The Ark's January/ February calendar of performances, mailed to over 20,000 households in the Great Lakes region.

**INTERNET** Logo featured on The Ark's web site; site traffic estimated at 3,300 hits per day. Opportunity to link Sponsor to Ark web site.

**POSTERS** Prominent logo placement on promotional posters, distributed throughout southeast Michigan

- **Full-page recognition & additional mention** in program
- **Recognition from the stage** during the Festival
- **\*8 tickets** to the Festival, including backstage passes during intermission and an invitation to our Festival Pre-Glow Party prior to Saturday's program
- **Additional recognition opportunities** as agreed upon by sponsor and Festival

*\* Can choose Friday, Saturday or a combination.*

## PARTNERSHIP COMMITMENT

**\$5,000**

Producers Circle

*Each Festival typically features one or two music industry “legends.” Members of the Producers Circle help to underwrite the cost of presenting these artists.*

### PREVIOUS “LEGENDS”

*Pete Seeger  
Arlo Guthrie  
Doc Watson  
David Grisman  
Odetta  
Richard Thompson  
Janis Ian  
Leon Redbone  
Richie Havens  
Altan  
David Bromberg  
Michael Hedges  
Guy Clark  
Leo Kottke  
Michelle Shocked  
Bela Fleck and the Flecktones  
The Golden Ring  
Josh White Jr.  
And many others.*

- **Logo feature** in promotion and advertising campaigns, including:

**PRINT** Logo featured in print ads in: The Ann Arbor News, Metro Times, Michigan Daily, Current, etc. Included in press releases to other area newspapers and publications.

**CALENDAR** Logo featured in Folk Festival promotion piece in The Ark’s January/ February calendar of performances, mailed to over 20,000 households in the Great Lakes region.

**POSTERS** Prominent logo placement on promotional posters, distributed throughout southeast Michigan

- **Full-page recognition & additional mention** in program
- **Recognition from the stage** during the Festival
- **\*6 tickets** to the Festival, including backstage passes during intermission and an invitation to our Festival Pre-Glow Party prior to Saturday’s program

\* Can choose Friday or Saturday.



# Ann Arbor Folk Festival 2015 Sponsorship Opportunities



## PARTNERSHIP COMMITMENT

**\$2,500**

Sponsors Circle

*Each Festival features several acts of exceptional talent who are not widely known in the region and are in the process of building a regional audience. The Sponsors Circle helps to underwrite the cost of presenting these acts.*

## PREVIOUS ARTISTS IN THIS CATEGORY

*Eric Bibb  
Austin Lounge Lizards  
Lucy Kaplansky  
Todd Snider  
eddie from ohio  
Beth Nielsen Chapman  
The Hot Club of Cowtown  
Fred Eaglesmith  
Anne Hills  
Cheryl Wheeler  
Willy Porter  
Dan Bern  
Martin Sexton  
Patty Griffin  
Dar Williams  
Tim & Mollie O'Brien  
Laura Love Band  
Alison Krauss & Union Station  
Ani DiFranco  
Catie Curtis  
Nanci Griffith  
Maura O'Connell  
Patty Larkin  
The Marcia Ball Band  
And many others.*

## PARTNER BENEFITS

- **Listed in selected print promotion**, including:

**PRINT** Name recognition in print ads in: The Ann Arbor News, Metro Times, Michigan Daily, Current, etc. Included in press releases to other area newspapers and publications.

**CALENDAR** Sponsor name listed in Folk Festival promotion piece in The Ark's January/February calendar of performances, mailed to over 20,000 households in the Great Lakes region.

**POSTERS** Name recognition placement on promotional posters, distributed throughout southeast Michigan

- **Half page ad & additional recognition** in Festival program
- **Recognition from the stage** during the Festival
- **\*4 tickets to the Festival**, including parking passes and an invitation to our Festival Pre-Glow Party prior to Saturday's program

\* Can choose Friday or Saturday.

# Ann Arbor Folk Festival 2015 Sponsorship Opportunities



## PARTNERSHIP COMMITMENT

**\$1,000**  
Applauders Circle

## PARTNER BENEFITS

- **Quarter page recognition and additional mention** in Festival program
- **Recognition from the stage** during the Festival
- **Listed in The Ark's bi-monthly calendar of performances**, reaching over 20,000 households in the Great Lakes region
- **2 tickets** to the Festival\*, including an invitation to our Festival Pre-Glow Party prior to Saturday's program

*\* Can choose Friday or Saturday.*

