42nd Ann Arbor Folk Festival
Sponsorship Opportunities

The Ark
where music lives
WHAT
The 42nd Annual Ann Arbor Folk Festival

WHO
Presented by The Ark with support from the University of Michigan Center for Campus Involvement.

WHEN
Friday, January 25 & Saturday, January 26, 2019
6:30 p.m. both nights

WHERE
University of Michigan Hill Auditorium

FEATURING
** program subject to change

FRIDAY NIGHT
Brandi Carlile
Gregory Alan Isakov
Sam Lewis
Haley Heynderickx
Parsonsfield
Michigan Rattlers
Peter Mulvey, MC

SATURDAY NIGHT
Rufus Wainwright
I'm With Her
Joan Osborne's DYLANOLOGY
featuring Jackie Greene
Pokey LaFarge
AHI
The RFD Boys
Peter Mulvey, MC

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 50% from the Ann Arbor/Washtenaw County area and 45% from elsewhere in Michigan. 47% are between the ages of 30 and 59. 42% have household incomes of $100,000 or higher; 26% have household incomes of $50,000-$99,999. Complete demographics are available upon request.

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

INFORMATION
For more information, contact Development Director Charlotte Csicsila or Annual Giving Manager Tom Stoll at The Ark at (734) 761-1800.
### CORPORATE PARTNERSHIP LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Sponsor(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Presenting Sponsor (Exclusive)</td>
<td>Ford Motor Company Fund</td>
</tr>
<tr>
<td>Headline Sponsor (Exclusive)</td>
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<tr>
<td>Producers Circle</td>
<td>AMDG Financial&lt;br&gt;Arbor Networks&lt;br&gt;Rave Associates</td>
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<tr>
<td>Sponsors Circle</td>
<td>A2 Yoga&lt;br&gt;Ann Arbor Carpets&lt;br&gt;Companion Banjos&lt;br&gt;Ivers, Rickelmann &amp; Petersen CPAs&lt;br&gt;Littlite&lt;br&gt;No Thai!</td>
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<td>Applauders Circle</td>
<td>Absolute Title&lt;br&gt;Paragon Sight &amp; Sound / Leon Speakers&lt;br&gt;The RFD Boys</td>
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<tr>
<td>Design Sponsor</td>
<td>Q LTD</td>
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<td>Hospitality Sponsors</td>
<td>Zingerman’s Community of Businesses</td>
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</tbody>
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### IN-KIND SPONSORSHIP OPPORTUNITIES

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<thead>
<tr>
<th>Category</th>
<th>Sponsor(s)</th>
</tr>
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<tbody>
<tr>
<td>Printing</td>
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<tr>
<td>Advertising</td>
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</tbody>
</table>

For detailed information regarding sponsorship opportunities, contact:
Development Director Charlotte Csicsila
or Annual Giving Manager Tom Stoll
Phone: (734) 761-1800
Email: charlotte@theark.org or tom@theark.org
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:

- **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, the Festival blog, findyourfolk.org, Facebook, and Twitter.

Audience:

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

**Residence**
- 50% from the Ann Arbor area
- 45% from elsewhere in Michigan

**Income**
- 16% have household incomes of $200,000 or higher
- 28% have household incomes of $100,000 to $199,999
- 26% have household incomes of $50,000 - $99,999
- 15% have household incomes of $25,000 - $49,999

**Age**
- 10% 18-29
- 9% 30-39
- 9% 40-49
- 29% 50-59
- 35% 60-69
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

- 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
  - 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 over 500 unique visitors 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.

- **Logos 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, Saturday, or a combination.
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, Saturday, or a combination.
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, Saturday, or a combination.