

Ann Arbor Folk Festival Sponsorship is a Great Investment - Here's Why:

- The Folk Festival, celebrating its 50th Anniversary, is known world-wide as a premiere music festival.
- Your sponsorship allows The Ark to present two nights of live music to a wide audience.
- Audience members are drawn from throughout the region, including 50% from the Ann Arbor/Washtenaw County area.
- 45% from elsewhere in Michigan.
- 47% are between the ages of 30 and 59 years of age.
- 42% have household incomes of \$100,000 or higher.
- 26% have household incomes of \$50,000 - \$99,000.



More Information About the 50th Annual Ann Arbor Folk Festival

The Ann Arbor Folk Festival is presented by Bank of Ann Arbor and The Ark with support from the University of Michigan Center for Campus Involvement.

One of the region's most anticipated musical events, the Ann Arbor Folk Festival is also the largest annual fundraising event for The Ark, a 501 (c)(3) non-profit arts organization with a over 60-year history of presenting outstanding acoustic music in the Great Lakes Region.

The Ann Arbor Folk Festival is renowned for the quality of talent it showcases year after year. Featuring a blend of headliners 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.

Past Headliners & Legends Included:

Lyle Lovett	Pete Seeger
The Indigo Girls	Odetta
Brandi Carlile	Arlo Guthrie
Josh White Jr.	Janis Ian
John Prine	Doc Watson
Rufus Wainwright	Michelle Shocked
Nanci Griffith	Ani DiFranco

Sponsorship Opportunities



Hill Auditorium
Friday Jan. 29 &
Saturday Jan. 30

a fundraiser for



CLUB: 316 South Main St.
Ann Arbor, MI 48104
OFFICE: 117 North First St., Suite 40
Ann Arbor, MI 48104
PHONE: (734) 761-1800
Website: theark.org

☐ We will be a sponsor!

☐ Headline Sponsor
\$10,000

☐ Encore Sponsor
\$7,500

☐ Producers Circle
\$5,000

☐ Sponsors Circle
\$2,500

☐ Applauders Circle
\$1,000

Company Name

Contact Name

Address

City, State, Zip

Email

Phone

☐ Check Enclosed

☐ Invoice Us

☐ Credit Card

☐ Visa

☐ MasterCard

☐ AmEx

☐ Discover

Name on the Card:

Card Number:

Expiration Date:

Security Code:

Sponsorship Opportunities

Join BANK OF ANN ARBOR and become a 50th Anniversary Ann Arbor Folk Festival Sponsor!

Sponsorship Levels & Partner Benefits

SOLD - Bank of Ann Arbor

Name associated prominently on all promotions as "PRESENTED BY".

Opportunity to staff a promotional table and display/demonstrate products within guidelines. Promotional items may be given away.

Recognition as a sponsor at The Ark during the Folk Festival Warm-Up: DATE AND PERFORMANCE TBD

Additional recognition opportunities as agreed upon by sponsor and Festival.

Featured on the commemorative poster. Also logo and/or name placed on the Festival website page with a link to your own website. Included in special social media and email announcements about the Festival.

Advertising recognition and additional mention in the Ann Arbor Folk Festival program.

Recognition on stage during the Ann Arbor Folk Festival (both nights).

Tickets to the Festival, including parking passes and an invitation to our Festival Pre-Glow Party prior to Saturday's program.

Presenting Sponsor \$40,000	Headline Sponsor \$10,000	Encore Sponsor \$7,500	Producers Circle \$5,000	Sponsors Circle \$2,500	Applauders Circle \$1,000
LOGO & LINK	LOGO & LINK	LOGO & LINK	LOGO & LINK	TEXT & LINK	
FULL PAGE AD	FULL PAGE AD	FULL PAGE AD	FULL PAGE AD	HALF PAGE AD	QUARTER PAGE AD
18 Tickets	10 Tickets	8 Tickets	6 Tickets	4 Tickets	2 Tickets

For more information or any questions about becoming a 50th Ann Arbor Folk Festival Sponsor, please email tom@theark.org or call (734) 761-1800, ext. 128. Payments can be mail to The Ark Office: 117 North First St., Suite 40, Ann Arbor, MI 48104.