



## **SPONSOR LEVELS AND BENEFITS**

### **MAIN STAGE SPONSOR - \$10,000 (Multiple)**

Main Stage Sponsorship is reserved for sponsors that wish for the highest visibility by sponsoring two of our most popular, highly programmed, and largest capacity stages. The largest and most well-known acts appear on these stages for solo and collaborative workshop performances (over 24 performances over the weekend).

- Mainstage sponsorship at Zeiterion Theatre (1,200 person capacity) OR sponsorship of the intimate Whaling Museum Theatre Stage (250 person capacity) that is highly desired performance spot by performers and patrons alike. Stage choice is first come, first served. Company banner (provided by company) proudly hung on or near the selected stage.
- Sponsor logo and name listed at all times with event name and logo – e.g. New Bedford Folk Festival presented by YOUR COMPANY including:
  - Logo on all Festival print and online advertisements
  - Company name on all press releases
  - Prominent company logo on Festival T-shirts
  - Logo prominently displayed on Festival website (hyperlink to company website)
  - Company name on Facebook event page
  - Prominent recognition on Festival schedules, signage, flyers and posters
- Advertising in Festival program, distributed during the weekend
- Recognition from the mainstage as Festival Presenting Sponsor
- Opportunity to address the crowd for two minutes from the selected mainstage
- Double booth space within the Festival Footprint
- 6 VIP Passes weekend passes
- 12 general admission weekend passes

### **SECONDARY STAGE SPONSOR - \$5,000 (Multiple)**

Our Purchase Street Stage, Custom House Square Stages, and Food Court & Bar Tent are placed in the center of the action in beautiful historic downtown New Bedford. Both stages usher in many up and coming names in the Folk world, as well as, festival favorites, producing unique performances that leave lasting impressions for our attendees.

- Secondary stage sponsorship with company banner (provided by sponsor) on or near the stage (Not exclusive)
  - Stage choice is first come, first served
- Company logo on Festival T-shirts
- Company logo on all Festival print materials
- Company logo on New Bedford Folk Festival website (hyperlink to company website)
- Booth space within the Festival Footprint
- 10 general admission weekend passes to Festival
- 2 VIP Weekend Passes to Festival

### **SMALL STAGE SPONSOR - \$2,500 (Multiple)**

The event features several smaller stages such as the Meet the Performer Stage, Garden Stage, SouthCoast Local Stage, and Family Programming Stage. Each stage plays an important part in making the Festival one-of-a-kind. The Meet the Performer Stage allows for performers to offer an intimate performance or lecture; The Garden Stage has a beautiful backdrop of the Whaling National Park; The SouthCoast Local Stage features beloved area musicians and is FREE for all to enjoy; and our Family Programming Stage offers programming suitable for even the youngest folkie.

- Stage choice is first come, first served
- Company name and logo mentioned in ads, eblasts, and social media
- Company logo on all print advertisements
- Company logo on Festival signage
- Company logo on the New Bedford Folk Festival website
- Booth space within the Festival footprint
- Company banner – provided by sponsor – hung on or near main ticket sales booth
- 10 general admission weekend passes to Festival

### **Melody Hospitality Sponsor - \$2,500 (Exclusive)**

Our Hospitality Area is where all Festival musicians and their families, kick back, relax, and enjoy some of the area's delicious food. This spot is great for artists that want to grab a quick snack before their gig or just retreat from the bustling City streets. We are looking for a restaurant or caterer to sponsor this area by providing buffet-style offerings for breakfast, lunch, and snacks, for the two days of the event. The sponsor will need to provide staff to put out food, clear tables, and make certain that food is properly stocked. Trades can be discussed. This is a great opportunity to showcase your culinary talents!

- Exclusive Sponsorship of our Hospitality area for our Performers
- Company logo on all Festival print and online advertisement
- Company logo on Festival t-shirts
- Company logo displayed on Festival website (hyperlink to company website)
- Company name on Facebook event page
- Company logo on Festival signage
- Company logo on flyers and posters

- Advertising in Festival program
- Company banner (provided by sponsor) to be displayed in Hospitality area
- Booth space within the Festival footprint (optional)
- 2 VIP Weekend Passes to Festival
- 10 general admission weekend passes to festival

## **Sustainer Levels**

### **Artist Supporter - \$1,000 - \$4,000**

- Opportunity to introduce an artist from our select list before performance
- Recognition for support on New Bedford Folk Festival website

### **Friend of the New Bedford Folk Festival - \$500**

- Recognition for support on New Bedford Folk Festival website

**Thank you for your support!**