

Photo Credit: Dan Routh



NCFolkFest

Each year the NC Folk Festival welcomes thousands to downtown Greensboro for a free-admission celebration of multicultural music, dance, crafts, food, and family fun!

The 2022 North Carolina Folk Festival

Free Admission

3 Days

300+ Artists

September 9-11, 2022
Greensboro, N.C.



Photo Credits: Marshall Hurley (top left, middle right, and lower right), Alex Forsyth (top center and lower left), and Lynn Donovan (top right and middle left).

Demographics / Festival Analytics

APPROXIMATELY
150,000
VISITORS



35% Household Income over **\$100K**

38% Household Income between
\$50K- \$99K



61%
FEMALE



39%
MALE

Over **300**
Artists

19% 21 - 29
YEARS OLD

30% 30 - 49
YEARS OLD

51% 50 - 69
YEARS OLD



40% North Carolina Triad
(Greensboro / Winston-Salem / High Point)

54% Elsewhere in North Carolina

6% Elsewhere in the U.S.

Sponsor Opportunities & Benefits

Your partnership enables the NCFF to stay free and sustainable; aligning your brand with North Carolina's largest and most popular multicultural event!

- Build your profile as community supporter
- Generate community exposure for your company
- Create opportunities for employee engagement
- Invest in Greensboro, the Triad, and NC as a creative destination
- Join other civic leaders who are helping build community

Committed to your return on investment, we offer our supporters valuable, effective, customized sponsorship packages catered to individual needs and budgets, ranging in investment levels from \$2,500 to \$100,000.

Sponsorships include a variety of activations, product integrations, prominent logo placement and custom marketing opportunities. The following opportunities are a sample of what is available:

- Exclusive Stage Sponsorships
- On-site Signage
- High-visibility Activation Booth
- Premium Assets
- VIP Hospitality
- In-Kind Partnerships
- Social Media
- Virtual Events



**For more information contact
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