



SEPTEMBER 6-8, 2024

A PARTNERSHIP, 10 YEARS IN THE MAKING...

CELEBRATING TRADITION AND INNOVATION

Join us in marking a decade of the North Carolina Folk Festival, a vibrant celebration of folk music and diverse cultural expression... rooted in North Carolina but celebrated worldwide! When you invest your philanthropic dollars in NC FolkFest, you're not just backing a cherished tradition; **you're fueling the advancement of education, celebrating diversity, and igniting economic prosperity throughout North Carolina.**

OUR STORY

In 2014, the City of Greensboro joined forces with ArtsGreensboro to secure its place as a National Folk Festival site. From 2015 to 2017, vibrant festivals were hosted, echoing the success seen in other cities like Richmond, VA, and Lowell, MA. This successful three-year run paved the way for the birth of the North Carolina Folk Festival, debuting in 2018 and growing each year. As we celebrate its 10th anniversary, **the NC FolkFest is a cornerstone of Greensboro's and North Carolina's cultural landscape.**

The NC FolkFest continues to showcase diverse arts from various nations, races, cultures, and languages, all on equal footing. This vision resonates deeply in Greensboro and throughout North Carolina, fostering a platform where we can immerse ourselves in the rich tapestry of our global community.

Today, the NC FolkFest stands as a recognized 501(c)3 non-profit organization, steered by a dedicated volunteer board of directors and supported by a small, committed staff. With hundreds of volunteers contributing thousands of hours annually, the festival is a testament to community spirit.

WHAT TO EXPECT IN 2024

For a decade, the NC FolkFest has been a dynamic showcase of folk music and cultural diversity. We expect this to continue in 2024 with more than 100,000 participants from across North Carolina and the surrounding region.

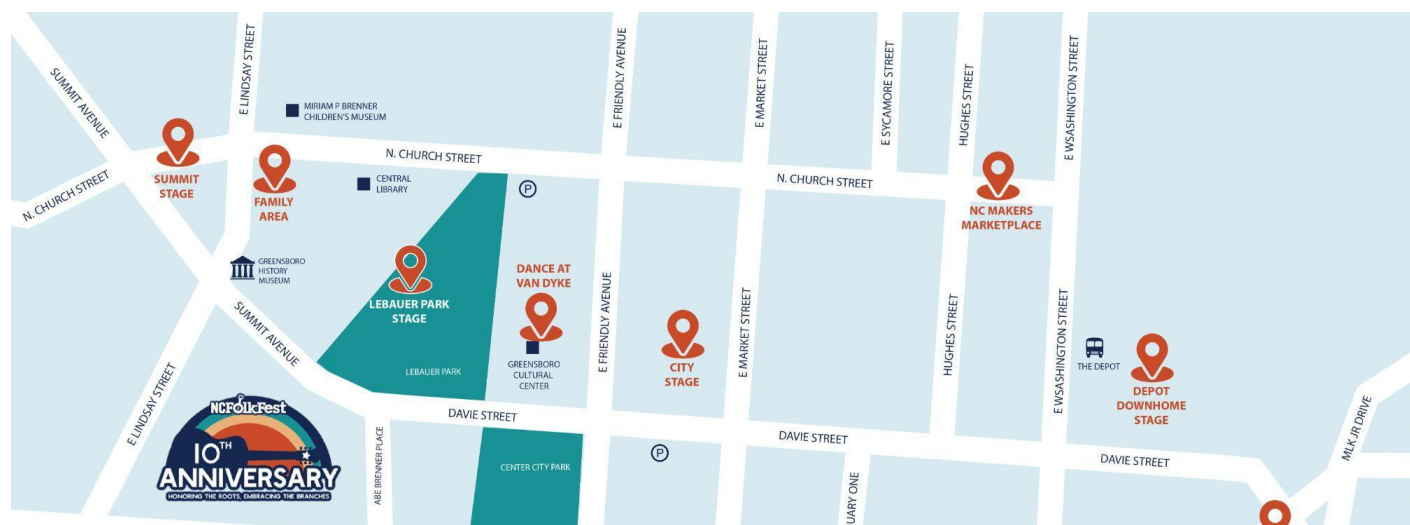
A weekend of music, activity, and culture...

- Three days and hundreds of performances from artists from North Carolina and beyond.
- A headliner performance each night of the Festival.

Four stages:

- LeBauer Park – a premier location with plenty of lawn space.
- City Stage – the largest venue with a covered tent that will seat over 400 participants.
- NEW–Church/Summit Stage – the anchor stage by the Greensboro Historical Museum.
- NEW–Depot – a “down home” stage focusing on the folk music of North Carolina and the region.
- NEW– Hamburger Square Stage – a stage in the heart of downtown Greensboro for pre and post-party music, as well as attracting attendees to local businesses.

Activity areas:



- Family activities with the Greensboro Historical Museum.
- Center City Jam where you can jam with local musicians.
- Dance Pavilion in the Van Dyke Performance Space.
- North Carolina Marketplace, featuring more than 40 vendors of crafts and wares.

Plus:

- Food trucks
- Beer Garden
- VIP Lounge for sponsors and contributors
- Engagement/Interactive Opportunities with sponsors during the duration of the festival

A REGIONAL AND STATEWIDE EVENT

The NC FolkFest brings people together from all corners of North Carolina and beyond. Attendance has remained steady, with a standout moment in 2019 when we hit a high note with 156,000 participants. Even with the weather in 2022 and bouncing back from the pandemic, we still saw over 85,000 attendees, showing our resilience as we keep growing year after year.

2022 participation highlights:

- An attendance level of 85,000 in the first recovery year after the pandemic and a weekend beset by weather issues.
- 40% of participants were from the Triad area, 54% were from elsewhere in North Carolina and 6% were from beyond the State.
- 65% were female and 35% were male. Of these, 19% were 21 – 29; 30% were 30 – 49; and 51% were 50 – 69.
- 35% had a household income of more than \$100,000 and 38% had a household income between \$50,000 and \$99,000.

To commemorate our 10th anniversary year and new leadership team, we anticipate well over 100,000 participants in 2024.

YOUR ROLE IN OUR STORY

- Our success is deeply rooted in the support of partners and sponsors who share our vision of community growth and engagement. **Your generosity empowers us to deliver a rich, inclusive program that embodies the essence of North Carolina.** With your support, we can ensure the festival's resilience and contributions to our cultural landscape for years to come.
- **We need you because the Folk Festival is completely self-sufficient and nonprofit.** There is no “corporation” or “parent” behind the organization. We do adhere to the spirit of the National Council for the Traditional Arts – the parent organization of the National Folk Festival -- but we do not pay any fees or share any portion of income with the national organization.



A PARTNERSHIP 10 YEARS IN THE MAKING

At the heart of the NC FolkFest lies the support of corporations, organizations, and individual philanthropists. Sponsors receive recognition across various platforms including Festival publications, web and social media channels, and at the event itself. Additionally, donors have the opportunity to leave their mark through "naming opportunities" for stages, performing groups, and other components. For those with a marketing interest, there are "engagement tents" where you can interact with Festival attendees, or you can choose to donate an engagement tent to a nonprofit of your choice.

Recognition/Sponsorship Levels	Naming Opportunities	Amount
Title Sponsor - \$180,000		
<i>Headline listing on premium banner VIP benefits</i>	3-year commitment @ \$60,000 year	180,000
Executive Producer \$40,000 - \$50,000		
<i>Listing on premium banner* VIP benefits</i>	City Stage	60,000
	Church/Summit Stage	40,000
Producer \$25,000 - \$35,000		
<i>Listing on premium banner* VIP benefits</i>	LeBauer Park Stage	35,000
	Depot Stage (Down Home)	35,000
	Van Dyke Dance Pavilion	25,000
	NC Makers Marketplace	25,000
	Family Activities Area	25,000
	Headline Performer (EX: <i>Los Lonely Boys presented by</i>)	25,000
	Hamburger Square Stage (pre party)	25,000
	VIP Lounge Title Sponsorship (TAKEN)	25,000
Performer \$5,000 - \$25,000		
<i>Listing on premium banner for \$10,000 up* VIP benefits</i>	WIFI Sponsors for Festival	15,000
	Festival Operations/Implementation (TAKEN)	10,000
	Mobile Device Charging Station	10,000
	Volunteer T-Shirts (TAKEN)	10,000
	Rickshaw Signage	10,000
	First Aid Station(s)	7,000
Supporter – \$2,500 - \$5,000		
<i>Listed in recognition materials, web/social media VIP benefits</i>	Individual Festival Performers (tagline on social media)	5,000
	Water Refill Stations (2 available)	3,500
	Performer/Operations transport golf carts	2,500
	Posting on “logo panel”**	2,500
	VIP Lounge Co-Sponsorship	2,500
	Directional Signs (5'w x 2'h)	2,500
FAN – \$1,000 - \$2,499 – will receive 2 VIP passes and parking for weekend		
Engagement Opportunities –An opportunity for marketing and audience interaction		

Recognition provided at the appropriate level	Premium Tent (10 x 30)	15,000
	Custom Tent (10 x 20)	10,000
	Basic Tent (10 x 10)	5,000
<p>* The “premium banner” will be a large banner on the side of the Church Street Parking Deck. ** The “logo panel” will be on the parking lot fence on Church Street (at the corner of Friendly Avenue). VIP benefits include passes to the VIP Lounge and Special Parking</p>		

EXAMPLE OF BANNER ON PARKING DECK (not actual size):



EXAMPLE OF FENCE WRAP:



EXAMPLE OF STAGE SIGNAGE:

