



NC Folk Fest

Sept. 12-14, 2025

2025 Sponsorship Opportunities

Free Admission
3 Days
30+ Artists
15+ Genres
Dance, Food, Crafts
6 Stages
110,000+ attendees
\$30M impact

NC Folk Fest
Sept. 12-14, 2025



Our Story

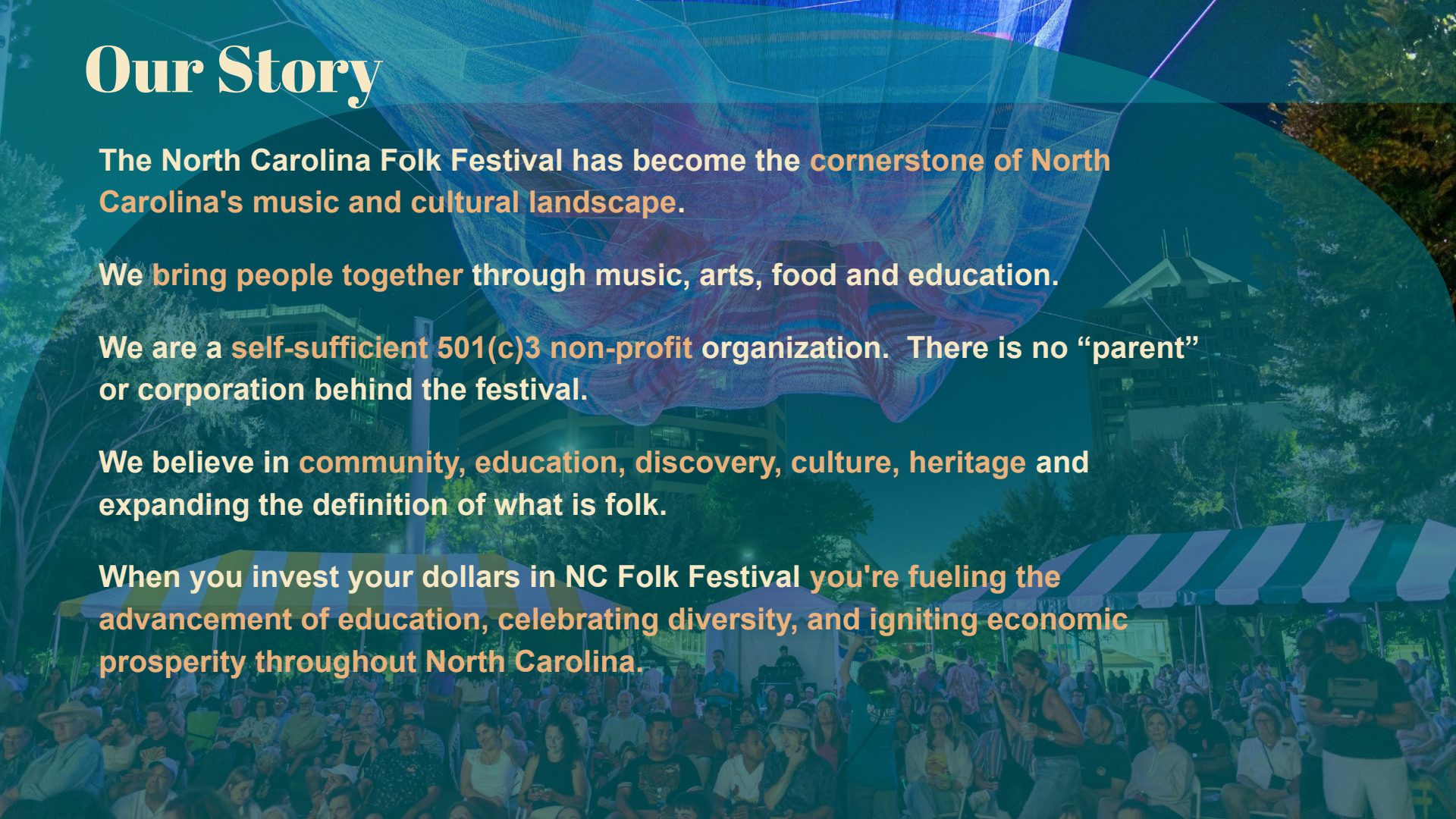
The North Carolina Folk Festival has become the **cornerstone of North Carolina's music and cultural landscape.**

We **bring people together through music, arts, food and education.**

We are a **self-sufficient 501(c)3 non-profit organization.** There is no “parent” or corporation behind the festival.

We believe in **community, education, discovery, culture, heritage and expanding the definition of what is folk.**

When you invest your dollars in NC Folk Festival **you're fueling the advancement of education, celebrating diversity, and igniting economic prosperity throughout North Carolina.**



Annual Demographics


Percentages based on
combined data from attendees
from 2021-2023 festivals.



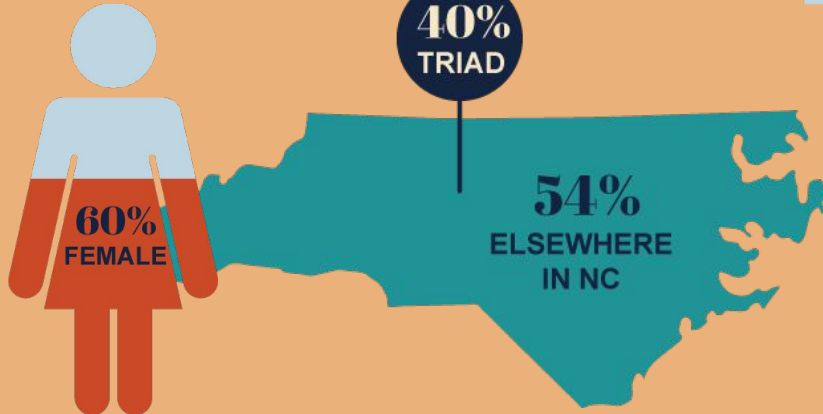
110,000+
ATTENDEES



\$30M
ANNUAL ECONOMIC IMPACT



35%
ANNUAL HOUSEHOLD
INCOME OVER
\$100,000



51% Age
50-69



30% Age
30-49



19% Age
21-29



So Much More than just a Music Festival . . .

The North Carolina Folk Festival (nonprofit) works year-round to spread the community and love of music to everyone. We are also a thought leader and convener of all things Music, Community and Education. Some examples of what we do are:

- **Year Round Student Engagement & Education**
 - Produce Artist Workshops at Schools
 - Create Work Experiences with colleges and universities
- **Cultivating Student Talent Statewide**
 - Host a statewide talent show for students K-12 to show off their musical skills.
 - Host a statewide art contest for students K-12 to show off artwork during the festival.
- **Convene & Connect**
 - Connect artists with venues, performances, students and more
 - Partner with other Festivals across to elevate the North Carolina music scene
 - Give back—In 2024, the NCFF organized and hosted a Hurricane Relief Concert donating over \$40,000 to Western NC artists.

What Budget to Use?

PHILANTHROPY

Foundation/CSR/Community Partner

- 01 We host a **FREE** music festival each September making the arts accessible to all.
- 02 We are a nonprofit in the education and arts space.
- 03 We create an annual \$30m+ economic impact for North Carolina.
- 04 Enhance the quality of life leading to talent recruitment and retention.
- 05 Provide educational opportunities throughout the year.
- 06 We have over 675 volunteers that fill 1100 volunteer shifts, creating opportunities for CSR, employee engagement and fun.

MARKETING

Marketing/Events/Branding

- 01 Reach 110,000+ in three days.
- 02 Regional Audience with over 54% coming from outside the Triad.
- 03 Diverse attendees in race, age, and interests.
- 04 We are a known brand in North Carolina music.
- 05 We are a known entity for fun and creating community in the Triad.
- 06 Our marketing reach is growing and targets 18-65yo across the southeast.

IMPORTANT DATES

Thru December 20, 2024

Only 2024 sponsors can renew and/or increase their sponsorship

December 20, 2024

Last day to confirm before Sponsorship Opportunities will be open to all companies and individuals (not just previous sponsors)
5% discount if you confirm here and pay by June 15

February 28, 2025

PAY IN FULL for a 10% Discount

Can be split across 2024 and 2025 if you need to split payments across fiscal years.

June 15, 2025

All Sponsorship must be final to be included on signage

September 12-14, 2024

NORTH CAROLINA FOLK FESTIVAL

Executive Producer \$30,000 - \$65,000

General Benefits this Level	Naming Opportunities	2025 Cost	5% off Signed by 12/15	10% off Paid by 2/28
<i>Large Logo Placement on all signage</i> <i>Logo on parking deck banner</i> <i>Option for up to 10x30 activation</i> <i>10 VIP passes per day</i>	City Stage	\$65,000	\$61,750	\$58,500
	Depot Stage (NC Artists)	\$50,000	\$47,500	\$45,000
	LeBauer Stage	\$40,000	\$38,000	\$36,000
	Church/Summit Stage	\$40,000	\$38,000	\$36,000
	Dance Stage	\$30,000	\$28,500	\$27,000

Executive Producer Level

Stages

Our biggest (*literally and figuratively*) opportunity that packs the most branding punch. Stages provide large signage opportunities, and named stages will appear in all communications, maps and directional signage.

Naming rights “COMPANY Stage”

LARGE named stage Banner
(over stage or over tent)

Company name on banner on
back of, or side of stage

Named Stage on ALL directional
signs throughout the festival

Named Stage on ALL maps



CityStage | \$65,000

The hallmark stage of the festival. A 80x230 ft tent that seats over 2000 people and is often at 6000+ standing room only. All headlining shows are on this stage.

WHAT YOU RECIEVE:

- Naming Rights “COMPANY Stage”
- Large Banner Signage outside of tent (see pic)
- Stage Banner behind band (name at top of 2 banners)
- Named Stage on ALL directional signs throughout the festival
- Named Stage on ALL maps
- Gobos projected on tent during evening shows
- Feather Flags with names by poles (4-6)
- Option to add LED screens with commercials \$20K additional





More CityStage Views





Depot Stage | \$50,000

Our North Carolina focused Stage! This stage will only host musicians with roots/ties to North Carolina.



Church/Summit Street Stage | \$40,000



LeBauer Park Stage | \$40,000

Dance Stage | \$30,000

This stage is a JAM! Programmed with Bands that make you want to move, it will have Jam Bands and Dance Workshops throughout the weekend.

What you will receive:

- Naming of Stage (COMPANY Dance Stage)
- Feather Flags and/or Banner outside of Tent
- Large Banner Sign at back of Stage
- Named Stage listed on all Directional Signage and Maps



Producer \$15,000 - \$29,999

General Benefits this Level	Naming Opportunities	2025 Cost	5% off Signed by 12/15	10% off Paid by 2/28
Logo Placement on all signage Logo on large scaffolding signs throughout festival Option for up to 10x20 activation 8 VIP passes per day	Family Activities Area Title Sponsor <i>* The Family Area will be in partnership with Miriam Brenner Children's Museum so there will be sponsor signage and activation for both</i>	\$27,000	\$25,650	\$24,300
	Rickshaws	\$23,000	\$21,850	\$20,700
	NC Makers Marketplace	\$20,000	\$19,000	\$18,000
	VIP Lounge at Depot	\$17,000	\$16,150	\$15,300
	Headline Performer (3 available)	\$15,000	\$14,250	\$13,500
	Recycle/Sustainability/Water Station Sponsor	\$15,000	\$14,250	\$13,500

Producer Level



Family Activities Area | \$27,000

In partnership with Miriam Brenner's Children's Museum, 2025 will have an expanded Family Area.

Rickshaws \$23,000

Rickshaws are our “people movers” moving attendees throughout the festival footprint. Riders often video the ride (and driver’s shirt) and post on socials.

WHAT YOU WILL RECEIVE:

- Your name/logo will appear on the back of the tshirt for all drivers
- Your name/logo will appear on a sign on the back of the rickshaw
- Your Name/logo on sandwich board signs at each rickshaw stop (2-3).



NC Maker's Marketplace | \$20,000

The marketplace celebrates the creativity and craftsmanship of North Carolina's local artisans. It provides festival-goers with an opportunity to purchase locally crafted products and engage with the makers behind them.

WHAT YOU WILL RECEIVE:

- Naming of Area "COMPANY NC Maker's Marketplace"
- Large Banner Signage on top of tent
- 2-4 feather Flags with Company Name
- Listed on Directional Signage as COMPANY NC Maker's Marketplace



VIP Areas

Who gets VIP access?

All corporate sponsors receive an allotment of VIP passes, as do individual headliner funders. A limited number will be available for \$300 to general public.



VIP LOUNGE AT THE DEPOT | \$17,000

The indoor lounge with air conditioning, snacks, appetizers, bathrooms, drinks. Beautifully decorated and a great rest area and meeting point for VIPs. Volunteers will greet and serve guests.

VIP AT STAGES | \$10,000 each, City Stage \$13,500

New this year! We will have VIP areas at all stages with seating, tables, snacks, drinks, close/dedicated bathrooms and beer/wine available after 4pm. Volunteers will greet and serve guests.



WHAT YOU WILL RECEIVE:

- Signage VIP Area Presented by COMPANY NAME
- Large banner signs outside the Depot
- Feather flags and/or banner signs will be used at Stages
- Option to put out information or swag for guests
- Signage with co-sponsors inside of areas

Sustainability Partner

| \$15,000

New this year!

Be the name people remember that links our festival with sustainability.

What you'll receive:

- Branding on all recycling and trash areas.
- Signage on all refillable water stations
- Dedicated press release about sustainability of Festival
- Options for other ideas that showcase your company and sustainability commitment



Performer \$7,500 - \$14,999				
General Benefits this Level	Naming Opportunities	2025 Cost	5% off Signed by 12/15	10% off Paid by 2/28
<i>Logo placement on fence wrap signage</i> <i>Logo in specific area of sponsorship</i> <i>Option for up to 10x10 activation</i> <i>6 VIP passes per day</i>	Crew Shirts with Company Logo	\$13,500	\$12,825	\$12,150
	Volunteer T-Shirts with Company Logo	\$13,500	\$12,825	\$12,150
	Festival Pre-Party and Local Music Passport Sponsor	\$13,500	\$12,825	\$12,150
	VIP Area at City Stage	\$13,500	\$12,825	\$12,150
	School Visits (Ask NCFE staff for details)	\$12,000	\$11,400	\$10,800
	VIP Area at Depot, Summit OR LeBauer Stage (3 available)	\$10,000	\$9,500	\$9,000
	Center City Jams Stage	\$10,000	\$9,500	\$9,000
	Not Your Average Folk Contest Presenting Sponsor	\$10,000	\$9,500	\$9,000

Performer Level (page 1)

Performer \$7,500-\$14,999				
General Benefits this Level	Naming Opportunities	2025 Cost	5% off Signed by 12/15	10% off Paid by 2/28
<i>Logo placement on fence wrap signage</i> <i>Logo in specific area of sponsorship</i> <i>Option for up to 10x10 activation</i> <i>6 VIP passes per day</i>	Artist Transportation	\$10,000	\$9,500	\$9,000
	Mobile Device Charging Station	\$10,000	\$9,500	\$9,000
	First Aid Stations & Information Tents	\$8,500	\$8,075	\$7,650
	Statewide Youth Talent Contest Presenting Sponsor	\$8,000	\$7,600	\$7,200
	Ethnos student program & School Visits	\$7,500	\$7,125	\$6,750
	Artist Hospitality Lounge	\$7,500	\$7,125	\$6,750

Performer Level (page 2)

Volunteer OR Crew Shirts| \$13,500 each



WHAT YOU WILL RECEIVE:

- Company Logo on back of all t-shirts
 - over 650 volunteers walking through crowd
 - over 100 crew on stage and throughout footprint
- Announcements at all volunteer and crew events, and call outs from the stages for our Bucket Brigade

Festival Pre-Party | \$13,500 And Local Music Passport

New this year! We are hosting a Pre-Party at a local venue on Thursday before the festival. At that party we will also launch our passport program where we will have attendees visit local venues for the after party to receive stamps and be entered to win a prize. Promoting music and local venues this is a win win!

WHAT YOU WILL RECEIVE:

- Signage at event
- Stage Announcements at event
- Included on Press Release
- Company logo on passports





Center City Jams Stage | \$10,000

Hosts 4-6 Jam Sessions a Day, such as:
Beats Batch (Hip Hop), Celtic, Drum
Circles, Open Mic, Blue Grass, Etc.



National Contest Presented by YOUR COMPANY

NOT YOUR AVERAGE FOLK CONTEST | \$10,000

This contest is open to bands across the US. After a big social campaign May-August where they encourage followers to vote, the top contestants will perform at the Festival. This is a great opportunity to get statewide reach into the music community and get social exposure.

WHAT YOU WILL RECEIVE

- Your company would be the sole presenting sponsor and listed as *Not Your Average Folk Contest presented by COMPANY*
- Southeast Regional wide news release and promo to all music publications.
- Signage and announcements on the stage the contestants perform on.



2023 1ST PLACE WINNER:
THE SHOALDIGGERS

not your AVERAGE
Folk
Contest

ENTER TO WIN!

FIRST PRIZE

- 1x performance at the 2024 Season on Saturday at 4:30pm on a main stage.
- 1x 3hr recording session with Throw Me a Bone Production, including audio tracking & production, mixing, and in-house photography.
- 1x 4hr editorial photoshoot and media package with SAV Photography Studio.
- 1x Contest "Artist spotlight" newsletter.

NCFOLKFESTIVAL.COM/NYAF-CONTEST

More Performer Level

Mobile Charging Sponsor | \$10,000

Bring your chargers and activation to be the spot where attendees go to recharge.

WHAT YOU WILL RECEIVE:

- Either 2 10x10 tents or 1 10x20
- Your name/logo will appear on signage on the tents
- Your Name as the official charging sponsor



Artist Transportation | \$10,000

Your name on artist airport pick ups, rides to the stage, and any other artist courier. Signage on Golf Carts, Mini and Large vans.

WHAT YOU WILL RECEIVE:

- Signage on all 10+ Vehicles
- Option to donate/loan vehicles and/or own signage



First Aid/Info Tents | \$8,000

Three tents located around Festival

WHAT YOU WILL RECEIVE:

- Signage at all tents
- Option to handout swag at tents



Statewide Contest Presented by YOUR COMPANY

YOUTH TALENT CONTEST | \$8,000

This contest is open to k-12th grade students across North Carolina. The top contestants will perform at the festival in/around the family area and Miriam Brenner's Children Museum. This is a great opportunity to get statewide reach, and reach out to parents and students.

WHAT YOU WILL RECEIVE:

- Your company would be the sole presenting sponsor and listed as *NCFY Youth Talent Contest Presented by COMPANY*
- Statewide News Release and promotion to all schools, children's museums and more.
- Signage and announcements on the stage the contestants perform on.



YOUTH TALENT SHOW



AGES
8-18

AUDITIONS	OPEN THRU AUGUST 18
SHOW	SEPTEMBER 8, 1-4 PM

POWERED BY CHROMATICA
LOCATED AT THE FLAT IRON
221 SUMMIT AVE, GREENSBORO, NC



SCAN TO SUBMIT
AUDITIONS





ETHNO USA | \$7,500

Ethno USA brings 35 musicians from around the world for an 11-day residency with a grand finale of 3 performances at the prestigious North Carolina Folk Festival. They also visit over four schools and work with students in Guilford County.

WHAT YOU WILL RECEIVE:

- Stage announcements before their 2 performances on City Stage.
- Signage added to Stage during their performances
- Opportunity to have them visit your school, company or a meeting of your choice.



ARTIST HOSPITALITY LOUNGE | \$7,500

The meeting space and relaxation space for artist hosted in our Artist hotel.

WHAT YOU WILL RECEIVE:

- Signage in Official Hotel and Lounge for artists.
- Option to provide additional programming and/or swag for artists.
- Inclusion and introduction of your company in email to artists

More Opportunities— Performer Level

Fan – \$2,000 - \$7,499				
General Benefits This Level	Naming Opportunities	2025 Cost	5% off Signed by 12/15	10% off Paid by 2/28
Logo placement on fence wrap signage Logo in specific area of sponsorship Option for up to 10x10 activation if at \$5k or above 4 VIP Passes \$4k or above 2 VIP Passes under \$4k	Family Area co-sponsor	\$5,000	\$4,750	\$4,500
	Buskers/Performers/Special Performances	\$5,000	\$4,750	\$4,500
	Sessions with Songwriters	\$5,000	\$4,750	\$4,500
	After Party Sponsor (at local venue)	\$4,000	\$3,800	\$3,600
	Musical Trolley Sponsor (per trolley)	\$3,500	\$3,325	\$3,150
	5x2 Directional Signage (5'w x 2'h) cost is for two, up to 10 pairs available	\$3,500	\$3,325	\$3,150
	3x2 Direction Signs (3'w x 2'h) cost is for two, up to 5 pairs available	\$2,000	\$1,900	\$1,800
	Individual Festival Performers (30 available)	\$1,000	\$950	\$900

Fan Level

FAN Level Opportunities

Street Performers/ Buskers | \$5,000

Performances throughout festival footprint but not on a stage by buskers, puppeteers, acrobats, etc.

Sponsored by your company.



Songwriting Sessions | \$5,000

Folk Music is about the Songwriting. We feature songwriters during the Festival. These sessions will be presented by Your Company.



Family Area Co-Sponsor| \$5,000

Activate in our Family Area with an installation of your choice.





AFTER PARTY SPONSOR | \$4,000

New this year! We are working with local venues to have after parties on Friday and Saturday to keep the party going and drive attendees to local businesses. Help make this happen by sponsoring one.

WHAT YOU WILL RECEIVE:

- Announcement from stage
- Coasters with company logo
- Included in the After Party Press Release



MUSICAL TROLLEY | \$3,500 per trolley

New this year– music on the downtown trolley. Have your company sponsor the busker/performer and trolley ride.

WHAT YOU WILL RECEIVE:

- Signage on outside of Trolley (not full wrap)
- Signage inside of Trolley
- Option to decorate inside of trolley or give swag
- Busker/Performer will be riding the trolley

Sponsorships – FAN Level

FAN Level -Signage Sponsorships

5ft x 2ft Directional Signage | \$3,500 for two

6 sets of 2 available

Located at major intersections around Festival

3ft x 2ft Directional Signage| \$2,000 for two

Double sided

5 sets of 2 available

Point people to venues and display maps



IT'S TIME TO FOLK *around!*

SUPPORT LOCAL IN #DGSO ALL WEEKEND LONG!

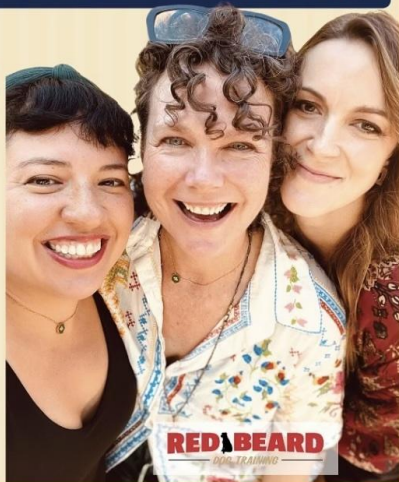
THE QUEEN BEES

Sept. 6 | 4:00 p.m.
Elm Street Stage

come to the kickoff!



SEPTEMBER 6-8 • DOWNTOWN GREENSBORO



PRESENT AN ARTIST

\$15,000 Headliner or \$1,000 Non-headliner

WHAT YOU WILL RECEIVE:

- Artist presented by YOUR Company
- Company shout out from stage
- Opportunity to present the artist/talk to crowd before performance
- Opportunity for meet-and-greet with up to 15 people for that artist

Present an Artist

Level	Range	Overview of GENERAL Benefits
Presenting Sponsor	TAKEN until 2027	Thank you to Cone Health our Presenting Sponsor through 2026!
Executive Producer	\$30,000 - \$65,000	Large Logo Placement on all signage Logo on parking deck banner Option for up to 10x30 activation 10 VIP passes per day
Producer	\$15,000 - \$29,999	Medium Logo Placement on all signage Logo on large scaffolding signs throughout festival Option for up to 10x20 activation 8 VIP passes per day
Performer	\$7,500 - \$14,999	Logo placement on fence wrap signage & Logo in specific area of sponsorship Option for up to 10x10 activation 6 VIP passes per day
Fan	\$2,000 - \$7,499	Logo or Name placement on fence wrap signage 2-4 VIP passes per day

General Benefits included in above Sponsorships

General Benefits

Signage based on Sponsorship Level



\$30,000+

Group Listing on
PARKING DECK BANNER



\$15,000+

Group Listing on
SCAFFOLDING SIGN



\$3,500+

LOGO ON FENCE WRAP
\$1,000 - \$3,499 Name listed
(size relates to sponsorship Level)

Add Ons

If you sponsor and want a “little more” here are some options we are offering sponsors to add-on at a reduced price.

*Must Sponsor at \$2500 level or higher for add-ons

Extra VIP passes for \$100 each (\$300 regularly)

Option to “present” a non-headlining artist for only \$700 (\$1000 regularly)

Rickshaw Billboard Bike \$2000 per day (\$3000 regularly)

Option to have donors reception in Depot

Have an idea? Let us know!



**Thank you for
supporting the
North Carolina
Folk Festival!**



Sept. 12-14, 2025

