



## **Tucson Folk Festival**

One of the oldest FREE folk music festivals in the country!  
Free to the Public Since 1986

**Produced by the Tucson Kitchen Musicians Association**

P.O. Box 26531, Tucson AZ 85726  
[www.tucsonfolkfest.org](http://www.tucsonfolkfest.org)

## **2018 Tucson Folk Festival Community Partner & Sponsor Packet**

### **Welcome to the Tucson Folk Festival - May 5-6, 2018!**

Each year, we seek to enhance the community's Festival experience in an unexpected, yet meaningful way. This year, we are especially focusing on engaging more folks to support and sustain the Tucson Folk Festival for years to come. I am meeting with various community leaders throughout the city to share these opportunities and create new partnerships.

This festival season, we have planned some fun new activities throughout the year to acquaint the public with our Festival. The FEST on FOURTH on April 14<sup>th</sup> is a pre-Festival peek of performers at venues along 4<sup>th</sup> Avenue culminating in an Acoustic Lottery Fundraiser at the Flycatcher. A TKMA-Barrío Bread Overnight Campout& Song Circle at Catalina State Park is the week before on April 6-7<sup>th</sup>! [Upcoming Activities Here.](#) New festival highlights include relocating the Beer Garden to El Presidio Park, a new stage at Telles & Meyer with street closures, along with creating a Kid's Zone within El Presidio Park to house the Children's Show, the Roger Mikulas Young Artist Showcase on the Wildflower Stage and just-for-fun vendors!

A new opportunity we implemented at last year's festival was a Wi-Fi POD advertising opportunity to our top community partner/sponsor packages! This package enables sponsors to:

- Display logo on the Wi-Fi POD Unit;
- Display logo on Wi-Fi portal and front pages every time festival attendees access Wi-Fi
- Sponsors may also post promotions during the festival and/or links to their website

In this Packet, you will learn about the Tucson Folk Festival, the Tucson Kitchen Musicians Association and the various community partner/sponsor and program advertising opportunities available to support the 2018 Festival! Keeping the Tucson Folk Festival "*one of the oldest FREE folk music festivals in the country*" is a fact we're quite proud of! I encourage you to visit our website to acquaint yourself with TKMA activities and information available! Visit us at: [www.tucsonfolkfest.org](http://www.tucsonfolkfest.org)

We are especially excited this year to be embracing change, which we feel, will enhance this year's festival experience! Please feel free to contact me with any question you may have and/or to set up a meeting to explore custom partner/sponsor options!

Thank you for your interest in the 2018 Tucson Folk Festival! Hope to see on May 5<sup>th</sup> & 6<sup>th</sup>!

Sincerely,

Diane Perry, President  
Tucson Kitchen Musicians Association (TKMA)  
P.O. Box 26531  
Tucson, AZ 85726  
[president@tucsonfolkfest.org](mailto:president@tucsonfolkfest.org) / [402-980-6228](tel:402-980-6228)



# Community Partner & Sponsor Opportunities

## Presenting Sponsor \$20,000

- Large Banner with logo, "TFF Presented by . . ." on Plaza Stage provided by TKMA
- Logo on all promotional Festival materials, including Festival poster/t-shirt
- Logo/Sponsor Advertising on Festival Wi-Fi App
- Program: Front Cover Name/Inside Full-Page Ad--Mention on Sponsorship Page
- Recognition in Festival print materials, press releases and Festival website
- Introduction on Stage before Headliner Performance each evening
- Top mention on all stages
- Live on-air mention on KXCI (Frequent-100+)
- Non-food Vendor Booth 10 x 10 at Festival
- 6 Reserve Seating for Saturday and Sunday Headliner Performances
- 6 Back Stage Passes to meet Headliners
- 6 2018 Tucson Folk Festival T-Shirts

## Headliner Sponsor \$10,000

- Large logo on Sponsor TY Board, Festival poster/t-shirt
- Logo/Sponsor Advertising on Festival Wi-Fi App
- Program: Half--Page Ad. Mention on Sponsorship Page
- Recognition in Festival print materials, press releases and Festival website
- Top mention on all stages
- Live on-air mention on KXCI (4 per hour/40 total)
- Non-food 10 x 10 vendor booth at Festival
- 5 Reserve Seating for Saturday and Sunday Headliner Performances
- 5 Back Stage Passes to meet Headliners
- 5 2018 Tucson Folk Festival T-Shirts

## Plaza Stage Sponsor \$6,000

- Large logo on Sponsor TY Board
- Logo/Sponsor Advertising on Festival Wi-Fi App
- Program: Half-page ad – Mention on Sponsorship Page
- Recognition in Festival print materials, press releases and Festival website
- Top mention on all stages
- Live on-air mention on KXCI (2 per hour/20 total)
- Non-food 10 x 10 vendor booth at Festival
- 4 Reserve Seating for Saturday and Sunday Headliner Performances
- 4 Back Stage Passes to meet Headliners
- 4 2018 Tucson Folk Festival T-Shirts

## Festival T-Shirt Sponsor \$6,000

- Medium logo on Sponsor TY Board
- Logo/Sponsor Advertising on Festival Wi-Fi App
- Name on T-Shirts
- Program: Half-page Ad --Mention on Sponsorship Page
- Recognition in Festival print materials, press releases and Festival website
- Top mention on all stages
- Live on-air mention on KXCI (2 per hour/20 total)
- Non-food 10 x 10 vendor booth at Festival
- 4 Reserve Seating for Saturday and Sunday Headliner Performances
- 4 Back Stage Passes to meet Headliners
- 4 2018 Tucson Folk Festival T-Shirts

## Stage Sponsor \$3,000 (each)

- La Cocina
  - Presidio M
  - Telles & Meyer
  - Wildflower
- Medium logo on Sponsor TY Board
  - Logo/Sponsor Advertising on Festival Wi-Fi App
  - Program: Quarter-page Ad --Mention on Sponsorship Page
  - Recognition in Festival print materials, press releases and Festival website
  - Top mention on all stages
  - Live on-air mention on KXCI (1 per hour/10 total/Sat Aft-Eve)
  - 3 2018 Tucson Folk Festival T-Shirts

# Community Partner & Sponsor Opportunities

(continued)

## **Friend of TKMA \$1000**

- Program: Ad w/prime placement
- Inclusion on Sponsorship Page in programs
- Recognition in Festival print materials, press releases and TKMA website link
- Live on-air mentions on KXCI (5 mentions/live broadcast)
- 2 2018 Tucson Folk Festival T-Shirt

## **In-Kind Donations**

Major donors of good and services will be recognized as Sponsors at the appropriate level based on the value of the donation. Sponsors are needed for t-shirts, refreshments, banners, printing, etc. Contact Diane Perry, TKMA President at [president@tucsonfolkfest.org](mailto:president@tucsonfolkfest.org) for more information.

## **Customized Packet**

We are happy to create a Community Partner or Sponsor Opportunity not listed. Please contact Diane Perry at [president@tucsonfolkfest.org](mailto:president@tucsonfolkfest.org) for more information!

## **Advertising Support**

Support the 2018 Tucson Folk Festival by purchasing an ad in our high gloss Festival Program. TKMA prints 1500+ programs for each Tucson Folk Festival.

# 33rd Annual Tucson Folk Festival

May 5-6, 2018

## SPONSORSHIP REPLY FORM

### SPONSORSHIP SELECTION

\_\_\_\_\_ Presenting Sponsor

\_\_\_\_\_ Headliner Sponsor

\_\_\_\_\_ Plaza Stage Sponsor

\_\_\_\_\_ Festival T-Shirt Sponsor

\_\_\_\_\_ Stage Sponsor

\_\_\_\_\_ Friend of TKMA

\_\_\_\_\_ Other: Amount \$ \_\_\_\_\_

Company \_\_\_\_\_

Contact Person(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

**Please supply 1-2 sentences about your company for use when announcing our sponsors.**

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### PROGRAM AD

**Please Note:** Sponsor agrees to provide scan able or digital artwork for their ad for festival program. Our graphic design team may be able to assist in the production of your ad. JPG or PDF and graphic formats are ideal, but others are acceptable. For best reproduction, please make ads at least 300 dpi.

Submit your ad copy, graphics and advertising-related questions to: Aspen Green [greaspen@gmail.com](mailto:greaspen@gmail.com) (520) 300-1102. E-mail submissions must include your business name. Please write "FOLK FESTIVAL AD" in e-mail subject line.

**Please submit ad copy by March 16, 2018 / Payment by March 31, 2018. NOTE: All Ads are black and white or greyscale with the exception of the outside back cover.**

Sponsor Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name and Title \_\_\_\_\_

Please return this completed/signed form to the **Tucson Kitchen Musicians Association**. Sponsorship donation is due by March 31, 2018. Upon sponsorship confirmation, you will be added to the subsequent Festival promotional print schedule.

SCAN TO: [president@tucsonfolkfest.org](mailto:president@tucsonfolkfest.org)

MAIL TO:  
Tucson Kitchen Musicians Association  
Attn: 2018 Tucson Folk Festival Sponsorships  
P.O. Box 26531  
Tucson, AZ 85726

# 33rd Annual Tucson Folk Festival

May 5-6, 2018

## PROGRAM ADVERTISEMENT CONTRACT

Company \_\_\_\_\_

Contact Person(s) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Cell \_\_\_\_\_ Email \_\_\_\_\_

Ad Size \_\_\_\_\_ Price \_\_\_\_\_ Total Amount Due with Order \_\_\_\_\_

**Please Note:** Advertiser agrees to provide scan able or digital artwork for the ad. Our graphic design team may be able to assist in the production of your ad, extra charges may apply. Our prices are quite reasonable, and assistance can be flexible. We will make it work! JPG or PSD and graphic formats are ideal, but others are acceptable. For best reproduction, please make ads at least 300 dpi.

Submit your ad copy, graphics and advertising-related questions to: Aspen Green [greaspen@gmail.com](mailto:greaspen@gmail.com) (520) 300-1102. E-mail submissions must include your business name. Please write "FOLK FESTIVAL AD" in e-mail subject line.

**\* Deadline: Ad Copy must be received by March 16, 2018 / Payment by March 31, 2018 \***

### PLEASE CHECK AD SIZE(S)

(width x height)

**NOTE:** All Ads are black and white or greyscale with the exception of the outside back cover.

\_\_\_ Full Page \$250.00 (4.5" x 7.5")    \_\_\_ Front Inside Cover \$400.00    \_\_\_ Back Cover \$500.00 (4.5" x 7.5")

\_\_\_ Half Page \$150.00 (4.5" x 3.5")    \_\_\_ Back Inside Cover \$350.00

\_\_\_ Quarter Page \$75.00 (2.5" x 1.75")

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name and Title \_\_\_\_\_

Credit Card: (Circle one) American Express Discover MasterCard VISA Exp: \_\_\_\_\_

CC#: \_\_\_\_\_ CSC: \_\_\_\_\_

Check: # \_\_\_\_\_ Amt: \_\_\_\_\_ Date Submitted: \_\_\_\_\_

MAIL TO: 2018 Tucson Folk Festival  
c/o Aspen Green, Program Advertising  
2832 E. Adams Street  
Tucson, AZ 85716

SCAN TO: [greaspen@gmail.com](mailto:greaspen@gmail.com)