

# TUCSON FOLK FESTIVAL

## PARTNERSHIP OPPORTUNITIES



THE TUCSON KITCHEN MUSICIANS ASSOCIATION (TKMA) IS A NONPROFIT ORGANIZATION DEDICATED TO FURTHERING PUBLIC AWARENESS AND INTEREST IN ACOUSTIC MUSIC AND OTHER FOLK ARTS BY PROMOTING AND PRODUCING THE ANNUAL TUCSON FOLK FESTIVAL.



SUPPORT LOCAL MUSIC & CULTURE

SINCE  
1986



# TUCSON FOLK FESTIVAL

PRODUCED BY THE TUCSON KITCHEN MUSICIANS ASSOCIATION

## 39th Annual Tucson Folk Festival | April 5-7, 2024

Located in Downtown Tucson on the streets surrounding Jácome Plaza. Free Admission.

Festival Hours: Friday 6:00-9:00 PM, Saturday 12 - 9:30 PM, Sunday 11:30 AM - 8:30 PM.



## ABOUT THE FESTIVAL

The Tucson Folk Festival is a free to attend, annual three-day event celebrating American Folk Music traditions and all the wonderful variations, from Bluegrass to Blues, and Mariachi to Celtic. This family-friendly festival is held in some of the most historic sections of Downtown Tucson. Featuring six stages of live music and hundreds of performers, the festival annually entertains over 20,000 fans coming from all over Arizona and tuning in online from across the nation. This three-day event also features a wide variety of food and craft vendors, a beer and wine garden, interactive music workshops, family shows, a young artist stage for youth, a ballad tree for songwriters, a free online broadcast, and the Stefan George Songwriting Competition. Over 150 volunteers contribute annually to the success of this festival.

**FREE to the public since its beginning in 1986, the Tucson Folk Festival is Arizona's largest free to the public music festival** and one of the most beloved events on the Tucson calendar.

## FUNDERS & PARTNERS

Arizona Commission on the Arts  
City Of Tucson  
Southern Arizona Arts & Cultural Alliance  
Folk Alliance International  
Media Partners: KXCI Radio, Tucson Local Media  
Production by: Arizona Pro Sound, Arizona Party Rentals,  
Southern Arizona Video Productions, Quail  
Construction, 5th Avenue Production

## SPONSORS INCLUDE



## ABOUT TKMA

Tucson Kitchen Musicians Association (TKMA) began as a group of friends gathering regularly on Friday nights for potlucks and jammin' in the kitchen. Over the years, TKMA has grown into an all-volunteer operated 501(c)(3) non-profit organization (Tax Exempt No. 86-0514808). TKMA was established in 1986 to further public awareness and interest in acoustic music and other folk arts by promoting and producing the annual Tucson Folk Festival, one of the longest-running FREE folk music festivals in the country! It is very important to us that we offer an inclusive festival experience promoting community accessibility, musical and cultural diversity, and a welcoming atmosphere. The generous support of sponsors, community partners, advertisers, donors and volunteers enable us to produce and promote current and future Tucson Folk Festivals and we are very grateful for your support! Learn more at <https://www.tucsonfolkfest.org/>



# FESTIVAL IMPACT NUMBERS | 2023



## COMMUNITY ENGAGEMENT

- **Performers:** 155 Live Performances by 350 Musicians on Six Stages over 3 days, all available free to the public.
- 320 Performer and Songwriting Applications Received
- 9 National, Local and Family Show Headliners Featured
- **Attendance:** 20,000 people for weekend
- **Marketing Reach:** 133,000 website visits during event month including 33,000 unique visitors
- **Broadcast Views:** 7,400 Real-Time; 7,000 Post-Festival

## ECONOMIC IMPACT

- \$900,000 Million in Annual Economic Impact
- \$160,601 in Direct Festival Expenditures
- \$67,000 Estimated Spending at Festival Vendors
- \$1,800 Average Sales by Community Vendors
- \$850 Average Cost of Participation by Vendors
- 30% of Festival Attendees and Performers Travel at Least an Hour to Attend the Event.
- \$90 Average Spending by Festival Attendee



## HIGHLIGHTS FOR 2024

- Friday Night Songwriting Competition on the Jacome Plaza Stage with a Live Broadcast and Local Headliner
- Larger Church and Court Street Stages and Production.
- Addition of dancing-focused 45 minute sets to close evening show on multiple stages
- Performer Thursday Night Acoustic Showcase at Monterey Court.



# PARTNERSHIP BENEFITS

## Sponsor Recognition

- **Sponsor stage mentions** at all 6 stages throughout the event by emcees hourly.
  - 20,000 in person attendees over the three days of the festival
- **Full Page Sponsor Recognition Page** in Program and Individual Ads
  - 2,500 Programs Distributed at the Festival and 1,500 Views Online
- **Logo inclusion on Sponsor Thank You** Boards and Banners at Event.
  - Displayed at stages and on four banners and Boards
- **Logo inclusion on Festival T-Shirts** for \$2500+ sponsors.
  - 750 T-Shirts printed and distributed
- **Logo Inclusion on Festival Posters** for \$2500+ sponsors.
  - Distributed and displayed at 250 outlets in Tucson
- **Complimentary T-Shirts** for \$2500+ sponsors.
  - Festival art designed annually by local artists
- **Complimentary Program Ads** for \$1000+ sponsors.
- **Sponsor Booths Offered onsite** for \$1000+ sponsors.
  - 40 Vendors including sponsor booths in centrally located area

## Broadcast

- **Logo inclusion on Sponsor Thank You** Slide in Live Broadcast
  - 10,000 views over the weekend across three digital platforms.  
1,000 unique viewers each day
- **Logo display on jumbo digital display** at Jacome Plaza Stage
  - 700 person audience in front of digital display

## Marketing & Web

- **Recognition in Event E-Blasts**
  - 25,000+ reach of eblast list on TKMA emails
- **Logo on Event Website Sponsor Page**
  - 82,000 website hits during event month  
including 17,000 unique visitors





20,000 AUDIENCE VIEWERSHIP  
 125+ MUSICAL ACTS  
 FREE ADMISSION  
 LIVESTREAM BROADCAST  
 FAMILY SHOWS  
 SONGWRITING CONTEST  
 DEMOGRAPHICS  
 ALL AGES

# TUCSON FOLK FESTIVAL SPONSORSHIP LEVELS

## \$20,000 PRINCIPAL SPONSOR

- **Recognition** as the "Brought to You By" sponsor for full festival
- **Program:** Name on Front Cover; Interior Full-Page Ad; Mention on Sponsorship Page
- **Poster:** Logo Inclusion on Festival Poster and Festival Flyer
- **Onsite Festival Benefits:** Large Banner with logo and "Tucson Folk Festival Brought to You By ..." on Jacome Plaza Stage; Large logo on Sponsor Thank You Boards; Top Recognition by all Stage Emcees; Mention on Stage before Headliner Each Evening; Stage Speaking Opportunity each Evening; Complimentary Exhibitor Booth Space (12'x12') with Tent, Tables, Chairs Provided.
- **Broadcast:** Logo inclusion on Sponsor Thank You Slide. Dedicated Sponsor Slide on Broadcast; Airing of Provided Video Promotion up to 1 minute in-length on Broadcast.
- **Marketing:** Recognition in Festival Press Release and sponsor link on TKMA website; Dedicated Social Media Spotlight Post on Festival Facebook Page
- **Merchandise:** Logo appears on Festival T-Shirt; Sponsor receives (15) Tucson Folk Festival T-Shirt

## \$10,000 PREMIERE SPONSOR

- **Recognition** as named sponsor for chosen premiere festival component
- **Program:** Back Page Full-Page Ad; Mention on Sponsorship Page
- **Poster:** Logo Inclusion on Festival Poster and Festival Flyer
- **Onsite Festival Benefits:** Logo Inclusion on Sponsor Thank You Board; Top Recognition by all Stage Emcees; Complimentary Exhibitor Booth Space (12'x12') with with Tent, Tables, Chairs Provided.
- **Broadcast:** Logo inclusion on Sponsor Thank You Slide. Dedicated Sponsor Slide on Broadcast.
- **Marketing:** Recognition in Festival Press Release and sponsor link on TKMA website; Dedicated Social Media Spotlight Post on Festival Facebook Page
- **Merchandise:** Logo appears on Festival T-Shirt; Sponsor receives (10) Tucson Folk Festival T-Shirt

## \$5,000 MAJOR SPONSOR

- **Recognition** as named sponsor for chosen major festival component
- **Program:** Full Page Ad; Logo Inclusion on Sponsorship Page
- **Poster:** Logo Inclusion on Festival Poster and Festival Flyer
- **Onsite Festival Benefits:** Logo Inclusion on Sponsor Thank You Board; Top Recognition by all Stage Emcees; Complimentary Exhibitor Booth Space (12'x12')
- **Broadcast:** Logo inclusion on Sponsor Thank You Slide
- **Marketing:** Recognition in Festival Email Blast and Sponsor Link on TKMA website; Dedicated Social Media Spotlight Post on Festival Facebook Page
- **Merchandise:** Logo appears on Festival T-Shirt; Sponsor receives (5) Tucson Folk Festival T-Shirts

## \$3,000 SUPPORTER SPONSOR

- **Program:** Half Page Ad, Logo Inclusion on Sponsorship Page
- **Poster:** Logo Inclusion on Festival Poster and Festival Flyer
- **Onsite Festival Benefits:** Logo Inclusion on Sponsor Thank You Board; Recognition by all Stage Emcees; Complimentary Exhibitor Booth Space (12'x12')
- **Broadcast:** Logo inclusion on Sponsor Thank You Slide
- **Marketing:** Recognition in Festival Email Blast and Sponsor Link on TKMA website
- **Merchandise:** Logo appears on Festival T-Shirt; (3) Tucson Folk Festival T-Shirts

## \$1,500 FESTIVAL SPONSOR

- **Program:** Half Page Ad; Logo Inclusion on Sponsorship Page
- **Onsite Festival Benefits:** Logo inclusion on Sponsor Thank You Board, Recognition by Stage Emcees. Complimentary Exhibitor Table Space (6' Table Space)
- **Broadcast:** Logo inclusion on Sponsor Thank You Slide
- **Marketing:** Recognition in Festival Email Blast and Sponsor Link on TKMA website

## \$500 FRIEND OF THE FESTIVAL SPONSOR

- **Program:** Quarter Page Ad; Logo Inclusion on Sponsorship Page
- **Marketing:** Sponsor Logo and Link on TKMA website



# TUCSON FOLK FESTIVAL SPONSORSHIP



## TUCSON FOLK FESTIVAL

P.O. BOX 41054 TUCSON, AZ 85717

CONTACT: MATT ROLLAND, BOARD PRESIDENT

EMAIL: PRESIDENT@TUCSONFOLKFEST.ORG

PHONE (480) 516-4286

### EVENT DETAILS

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NAME OF SPONSOR \_\_\_\_\_

AMOUNT OF SPONSORSHIP \$ \_\_\_\_\_

### AGREEMENT

- This agreement represents the only relationship between Company and Sponsor. No other relationship between the two entities exists, implied or otherwise. There are no refunds on sponsorship dollars, or refunds on unused credits.
- (75% tax deductible) TKMA reserves the right to deny a sponsor application.
- It is agreed that at the time of renegotiation, the sponsee will automatically invite the sponsor to renegotiate the agreement.
- The sponsorship will be valid for the period of 12 months from the date of the signed contract.
- Payment is due on receipt. You will be invoiced for the full amount of the contract to the address noted below.
- Sponsor agrees to allow use of company logo in all promotions.
- In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.
- If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner: If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 14 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately; if the breach is one that cannot be rectified, the non-breaching party may terminate the Agreement by giving 14 days written notice of their intention to terminate. If either party goes into liquidation, is wound up, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the Agreement by giving 14 days written notice of their intention to terminate under the clause. In the event of a termination under this Agreement, each party's rights and liabilities will cease immediately but the termination shall not affect a party's rights arising out of a breach of this agreement by the other party.
- Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavours to overcome the circumstances preventing its obligations from being carried out.
- Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.
- The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
- The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

### CONTACT INFORMATION

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BUSINESS NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

MAIN CONTACT NAME \_\_\_\_\_

EMAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

PRIMARY PHONE \_\_\_\_\_

INDUSTRY SECTOR \_\_\_\_\_ # OF EMPLOYEES \_\_\_\_\_

### AUTHORIZATION

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PRINTED NAME \_\_\_\_\_

AUTHORIZED SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

**39th Annual Tucson Folk Festival | April 5-7, 2024  
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 scannable 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! PNG or JPG graphic formats are ideal, but others are acceptable. For best reproduction, please make ads at least 300 dpi.

**Production Details:**

- **Deadline:** Ad Copy must be received by March 1 / Payment by March 8
- **Design:** All Ads are black and white unless noted. Ads should have ¼ inch bleed on all sides, Send PDF and JPG.
- **Payment:** Please send this e-mail or snail mail form to reserve your space. Please mail check ON TIME by March 8. Checks should be made payable to: "Tucson Kitchen Musicians Association".

**PLEASE SELECT YOUR AD SIZE(S)** (width x height).

- \_\_\_\_\_ Back Cover \$500.00 (5.5" x 8.5", Full Color)
- \_\_\_\_\_ Front Inside Cover \$350.00 (5" x 8", Full Color)
- \_\_\_\_\_ Back Inside Cover \$350.00 (5" x 8", Full Color)
- \_\_\_\_\_ Full Page \$250.00 (5" x 8", B&W)
- \_\_\_\_\_ Half Page \$150.00 (5" x 4", B&W)
- \_\_\_\_\_ Quarter Page \$75.00 (2.5" x 4", B&W)

**CONTACT**

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

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

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

**Credit Card:** (Circle one) **American Express** **Discover** **MasterCard** **VISA**

**Credit Card #:** \_\_\_\_\_ **CVC:** \_\_\_\_\_ **Exp:** \_\_\_\_\_

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

**MAIL TO:** Tucson Folk Festival c/o Aspen Green, Program Advertising  
PO Box 40451 Tucson AZ 85717

**EMAIL TO:** greaspen@gmail.com