

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

41st Annual Tucson Folk Festival | April 10-12, 2026

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.

PARTNERS

Tucson Kitchen Musicians Association
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 & FUNDERS 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/>

PARTNERSHIP BENEFITS

Sponsor Recognition

- **Stage Sponsorship Name Recognition** for \$7,500+ sponsor levels
 - *Such as "Wildflower Stage & Family Shows presented by Rio Nuevo District"*
- **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 2,000 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 \$3,000+ Sponsors.
 - *750 T-Shirts printed and distributed*
- **Logo Inclusion on Festival Posters** for \$3,000+ Sponsors.
 - *Distributed and displayed at 250 outlets in Tucson*
- **Complimentary T-Shirts** for \$3,000+ Sponsors.
 - *Festival art designed annually by local artists*
- **Complimentary Program Ads** for \$1,500+ sponsors.
- **Sponsor Booths Offered onsite** for \$1,500+ sponsors.
 - *50 Vendors including sponsor booths in centrally located area*

Video Broadcast

- **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 e-blast list on TKMA emails*
- **Logo on Event Website Sponsor Page**
 - *Social Media Recognition for every sponsor*
 - *82,000 website hits during event month including 17,000 unique visitors*
 - *116,000 annual website visits including 31,000 unique visitors*
 - *105,000 social media impressions across Facebook and Instagram.*





FESTIVAL IMPACT NUMBERS

COMMUNITY ENGAGEMENT



- **Performers:** 155 Live Performances by 450 Musicians on Six Stages over 3 days, all available free to the public.
- 310 Performer and Songwriting Applications Received
- 10 National, Local and Family Show Headliners Featured
- **Attendance:** 18,000 people for weekend. Demographics range from 5 to 80, with particularly strong attendance among young professionals and the 55+ age group. Average stay at festival is 4 hours.
- **Marketing Reach:** 146,000 website visits during year including 35,000 unique visitors (33% outside of greater Tucson area)
- **Vendors:** 60 local organizations participated in community marketplace as artisan, food, business or nonprofit exhibitors.

ECONOMIC IMPACT

- \$900,000 in Annual Economic Impact
- \$182,000 in Direct Festival Expenditures
- \$62,000 Estimated Spending at Festival Vendors
- \$1,300 Average Sales by Community Vendors and \$3,480 Average Sales by Food Vendors
- \$970 Average Cost of Participation by Vendors
- 25% of Festival Attendees and Performers Travel at Least an Hour to Attend the Event.
- \$93 Average Spending by Festival Attendee



UPCOMING ANNUAL FESTIVAL

- Headliners featuring Regional favorites, National Legacy acts, and Past Songwriting Contest Winners
- Social dance hosted in partnership with Tucson Friends of Traditional Music.
- Culinary & Beverage Partnership with Tucson Agave Heritage Festival celebrating Tucson's 250th Birthday



20,000 AUDIENCE VIEWERSHIP
150+ MUSICAL ACTS
FREE ADMISSION
FAMILY SHOWS
SONGWRITING CONTEST
NATIONAL HEADLINERS
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 (10'x12') 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

\$7,500 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 (10'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 (10'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

\$500 FRIEND OF THE FESTIVAL SPONSOR

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

\$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



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

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

BUSINESS NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

MAIN CONTACT NAME _____

EMAIL _____

WEBSITE _____

PRIMARY PHONE _____

INDUSTRY SECTOR _____ # OF EMPLOYEES _____

AUTHORIZATION

PRINTED NAME _____

AUTHORIZED SIGNATURE _____ DATE _____

MAIL TO: TUCSON FOLK FESTIVAL P.O. BOX 41054 TUCSON, AZ 85717

LEARN MORE AT WWW.TUCSONFOLKFESTIVAL.ORG TAX ID 86-0514808