

# KERRCLIPSE FESTIVAL

April 5 - 8, 2024

presented by:



a 501 (c)(3) nonprofit incorporation

AD RATES • AD PACKAGES • AD SPECS • SPONSORSHIP

## KERRCLIPSE FESTIVAL • APRIL 5 - 8, 2024

This year we have a unique opportunity to witness a solar eclipse at the Quiet Valley Ranch with a once-in-a-lifetime event called **Kerrclipse!**

Over four minutes of totality will be accompanied by a full weekend of family-friendly music, camping and science presentations. Whether you are a long time Kerrville Folk Festival attendee or are coming to experience Quiet Valley Ranch for the first time, the Kerrville Folk Festival Foundation joyfully welcomes you to join us for Kerrclipse, April 5-8, 2024.

**Programs are distributed free of cost to all ticket buyers, guests, performers, and volunteers throughout the festival.**

## PUBLICATION SPECIFICATIONS

FULL PAGE + BLEEDS: 5.75" x 8.75"  
(5" x 8" LIVE AREA / 5.5" x 8.5" TRIM SIZE)  
24 - 28 PAGES • 70# PREMIUM GLOSS PAPER  
SADDLE STITCH BINDING

## AD RATES

**FULL PAGE \$500**  
(NO BLEEDS) 5" x 8"

**1/2 PAGE \$250**  
HORIZONTAL: 5" x 3.875"  
VERTICAL: 2.375" x 8"

**1/4 PAGE \$125**  
2.375" x 3.875"

## DEADLINES

**SPACE RESERVATION**  
MARCH 9

**ART & FULL PAYMENT**  
MARCH 14



[kerrvillefolkfestival.org](http://kerrvillefolkfestival.org)





## **₹500 - Friend of the Festival**

**Banner Hung in prominent space at the Kerrclipse Festival**  
**Thank you/Mention on KFF social media (Story) before Festival**  
**Thank You from Stage After Artist Performance (x4)**  
**Mention on kervillefolkfestival.org**  
**Thank you mention in post-festival email**  
**Kerrville Folk Festival Foundation Supporter window decal (x1)**

## **₹1000 - Meadow Sponsor**

**x1 GA Festival Pass with general parking**  
**Quarter page ad in festival program**  
**Spotlight Post on Social Media (x1)**  
**Banner Hung in prominent space at the Kerrclipse Festival**  
**Thank You from Stage After Artist Performance (x8)**  
**Mention on kervillefolkfestival.org**  
**Thank you mention in post-festival survey email**  
**Kerrville Folk Festival Foundation Supporter window decal (x1)**



# **Sponsorship**





## **\$2400 - Sunrise Sponsor**

**x2 GA Festival Pass with x1 campground parking**

**Swag bag of Kerrmerch goodies valued over \$200.00**

**1/2 page ad in festival program**

**Spotlight Post on Social Media (x1)**

**Thank you/Mention on KFF social media (Story) before Festival**

**Clickable banner ad in KFF email newsletter**

**Company logo on all promotional posters/flyers**

**Banner Hung in prominent space at the Festival**

**Thank You from Stage After Artist Performance (x12)**

**Mention on [kerrvillefolkfestival.org](http://kerrvillefolkfestival.org)**

**Thank you mention in post-festival survey email**

**Kerrville Folk Festival Foundation Supporter window decal (x2)**



# **Sponsorship**





## **\$5000 - Volunteer Hero/Starlight Sponsor**

**x4 GA Festival Pass with x2 Campground Parking**

**Swag bag of Kerrmerch goodies valued over \$300.00**

**Company Logo on Volunteer Staff T-shirts (approx 400 shirts)**

**Company Logo on all promotional materials (posters, flyers, etc)**

**Full page ad in festival program**

**Spotlight Post on Social Media (x1)**

**Thank you/Mention on KFF social media (Story) before Festival**

**Clickable banner ad on KFF email newsletter (x2)**

**Banner Hung in prominent space at the Festival**

**Banner Hung in Volunteer Staff Kitchen**

**Thank You from Stage After Artist Performance (x12)**

**Mention on [kerrvillefolkfestival.org](http://kerrvillefolkfestival.org)**

**Thank you mention in post-festival survey email**

**Kerrville Folk Festival Foundation Supporter window decal (x2)**



# **Sponsorship**

# KERRCLIPSE FESTIVAL

April 5 - 8, 2024

Support songwriters and connect with music lovers in Central Texas by partnering with the Kerrville Folk Festival Foundation a 501 (c)(3) nonprofit incorporation

**4**  
DAYS

**2000+**  
ATTENDEES

**20+**  
MUSIC PERFORMANCES

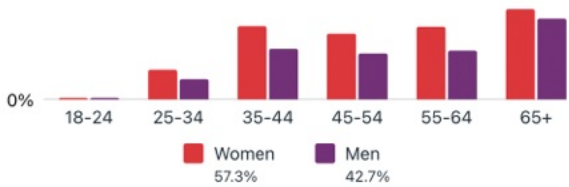
**2**  
STAGES

Facebook followers ⓘ  
21,998

Instagram followers ⓘ  
10,046

Age & gender ⓘ

Age & gender ⓘ



Constant Contact email subscribers  
19.4K

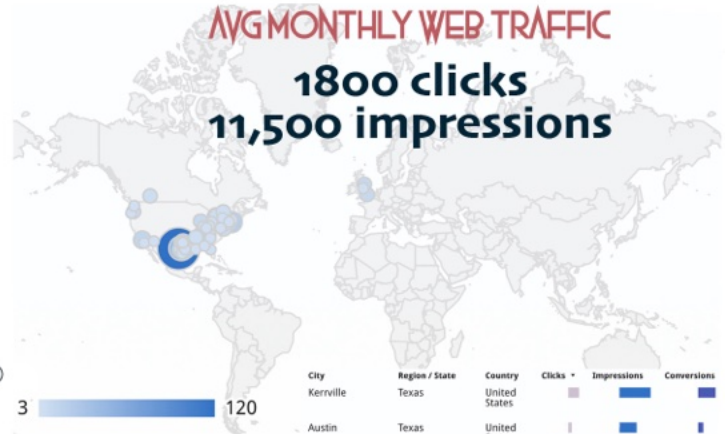
Open rate  
48%

contact: **Shannon Holt**  
MARKETING & RETAIL MANAGER

[media@kerrvillefolkfestival.org](mailto:media@kerrvillefolkfestival.org)

## AVG MONTHLY WEB TRAFFIC

1800 clicks  
11,500 impressions



City	Region / State	Country	Clicks *	Impressions	Conversions
Kerrville	Texas	United States	120	11,500	1800
Austin	Texas	United States	~10	~100	~10
Newport	Rhode Island	United States	~5	~50	~5
Nashville	Tennessee	United States	~5	~50	~5
Dallas	Texas	United States	~10	~100	~10
New York	New York	United States	~10	~100	~10
Houston	Texas	United States	~5	~50	~5
Los Angeles	California	United States	~5	~50	~5
Toronto	Ontario	Canada	~5	~50	~5
Chicago	Illinois	United States	~5	~50	~5
San Antonio	Texas	United States	~5	~50	~5
London	England	United Kingdom	~5	~50	~5
Portland	Oregon	United States	~5	~50	~5

