

# KERRVILLE FOLK FESTIVAL

*2023 Sponsorship*

**18 DAYS of MUSIC and FUN  
in the Texas Hill Country**



**Be a part of Texas music heritage! Join generations of patrons celebrating songwriters, as one of the longest-running music festivals in America returns for it's 51st season at the scenic Quiet Valley Ranch, May 25 through June 11, 2023**



**kerrvillefolkfestival.org**

# KERRVILLE FOLK FESTIVAL

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a 501(c)(3) non-profit incorporation

## **Our Purpose, Our Vision, Our Mission**

**Our purpose is to educate the public about the benefits and characteristics of folk music. We exist to provide a unique experience in a musical community that is enjoyable and rewarding to the listeners and the performers who share their craft.**

**Our vision is of an inclusive community where the craft of songwriting is shared, respected, and supported. We celebrate and honor powerful and insightful songs across the spectrums of genre, race, gender identity, culture, or religion.**

**We value music from all folks that can be enjoyed by people of all ages.**

**Our mission is to promote public appreciation and support for songwriters, the songwriting craft, and the gift that folk music offers to the world.**



# **Our Mission**

*"Saving the world, one song at a time"*

# KERRVILLE FOLK FESTIVAL

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**Kennedy Theater**  
Weekend Headline Shows  
Food + Beverage  
100 Artisan Craft Vendors



**Threadgill Theater**  
Weekday Evening  
Sunset Concerts  
New Folk Finalist Performances

**Ballad Tree on  
Chapel Hill**  
Original Song-Sharing



**Moontower**  
Late Night Stage  
Magic at the Council Tree

**Our Stages**



# KERRVILLE FOLK FESTIVAL

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# \$1500

- **6' x 2' or 5' x 3' banner in a high-visibility area of the KFF campground or parking meadow**
- **1/4 page ad in the Festival program**
- **Two non-transferable 18-Day passes to the Festival**
- **Shoutouts of gratitude from the Moontower Stage during performances**
- **Thank you @tagged post on the Moontower KFF Instagram**



# Moontower

# KERRVILLE FOLK FESTIVAL

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# \$1500

- **6' x 2' or 5' x 3' banner in a high-visibility area of the KFF campground or parking meadow**
- **1/4 page ad in the Festival program**
- **Two non-transferable 18-Day passes to the Festival**
- **Clickable banner ad and thank you in the June edition of the KFF email blast**



# Campground

# KERRVILLE FOLK FESTIVAL

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# \$3000

- 6' x 2' or 5' x 3' banner in a high-visibility area of the KFF campground or parking area
- 1/2 page ad in the Festival program
- Four sets of tickets to each day of the festival
- Clickable link and "Thank You" in the June edition of our email blast newsletter
- Thank you @tagged post on the KFF Instagram and Facebook pages



**Chapel Hill**

# KERRVILLE FOLK FESTIVAL

*2023 Sponsorship*

# \$6,000

- **Two high-visibility banners (6' x 4' or 8' x 2') in the KFF campground and Kennedy theater**
- **Full page ad in the Festival program**
- **Two VIP passes to the festival and premium parking pass**
- **Clickable banner ad in the April and May editions of our email blast newsletter**
- **Thank you mentions from the KFF stage and @tagged posts on the Instagram and Facebook pages**
- **Product placement opportunity in artist hospitality area**
- **Gift bag of KFF merchandise**



# Concert Sponsor

# KERRVILLE FOLK FESTIVAL

*2023 Sponsorship*

# \$10,000

- **Two high-visibility banners (6' x 4' or 8' x 2') in the KFF campground and Kennedy theater**
- **Inside cover or back cover ad in the Festival program and sponsor listing on KFF website home page**
- **Four VIP passes to the festival and 2 premium parking passes**
- **In-App advertising in the new KFF mobile app**
- **Clickable banner ad in the April, May, and June editions of our email blast newsletter**
- **Thank you mentions from the KFF stage and @tagged posts on the Instagram and Facebook pages**
- **Product placement and brand activation opportunity**
- **Gift bag of KFF merchandise**



# Backstage Sponsor



# KERRVILLE FOLK FESTIVAL

*2023 Sponsorship*

# \$25,000

- Two high-visibility banners (6' x 4' or 8' x 2') in the KFF campground and Kennedy theater, plus business logo added to stage backdrop
- Inside cover or back cover ad in the Festival program and sponsor listing on KFF website home page
- Up to six VIP passes to the festival and reserved backstage parking or local-pickup shuttle service
- In-App advertising in the new KFF mobile app
- Clickable banner ad in each edition of the KFF email blast newsletter for the rest of the year
- Thank you mentions from the KFF stage and @tagged posts on the Instagram and Facebook pages
- Product placement and brand activation opportunity
- Premium select gift bag of KFF merchandise



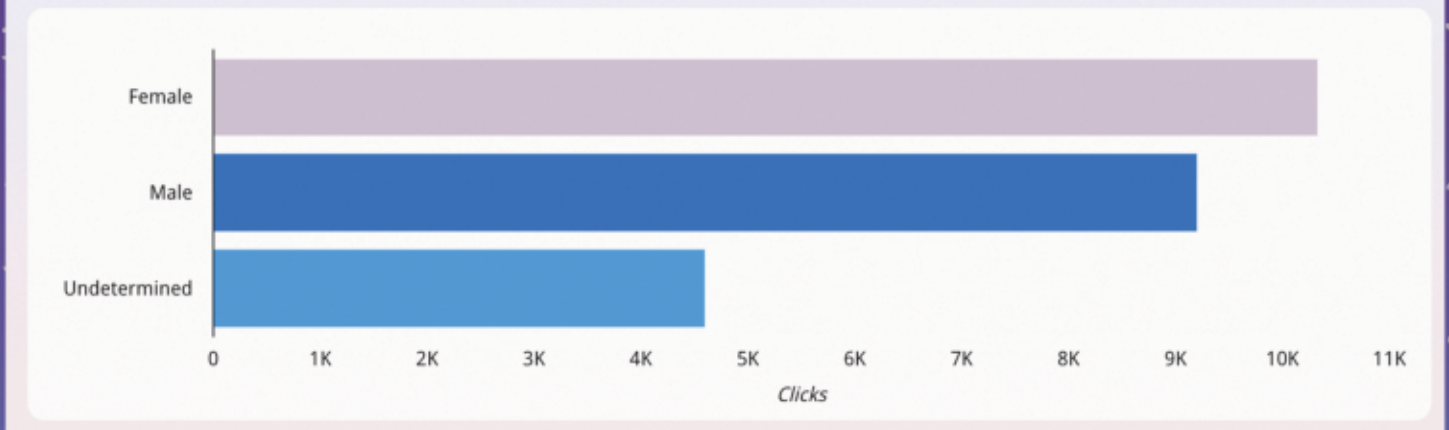
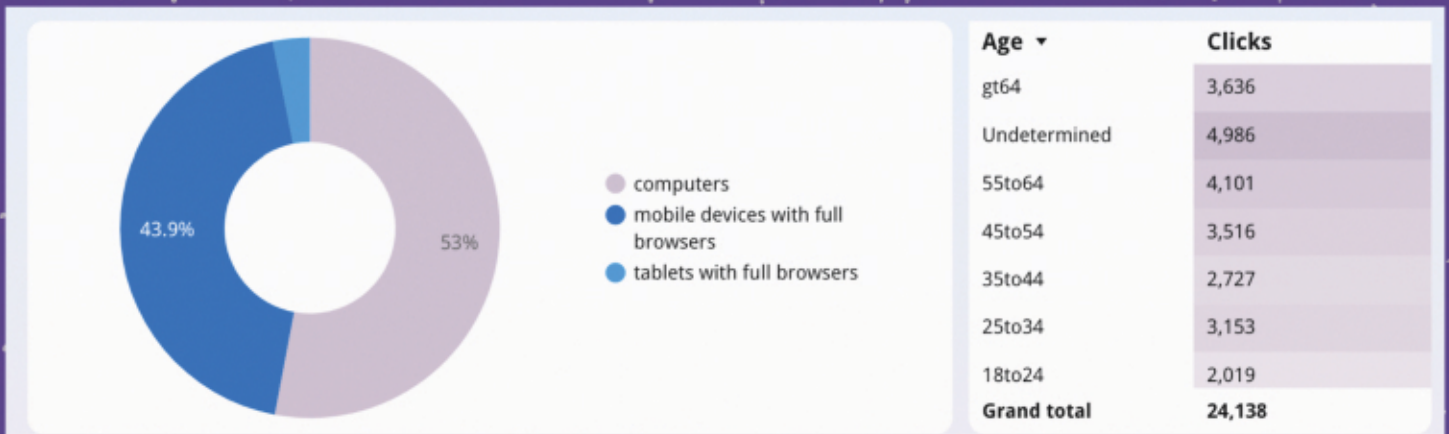
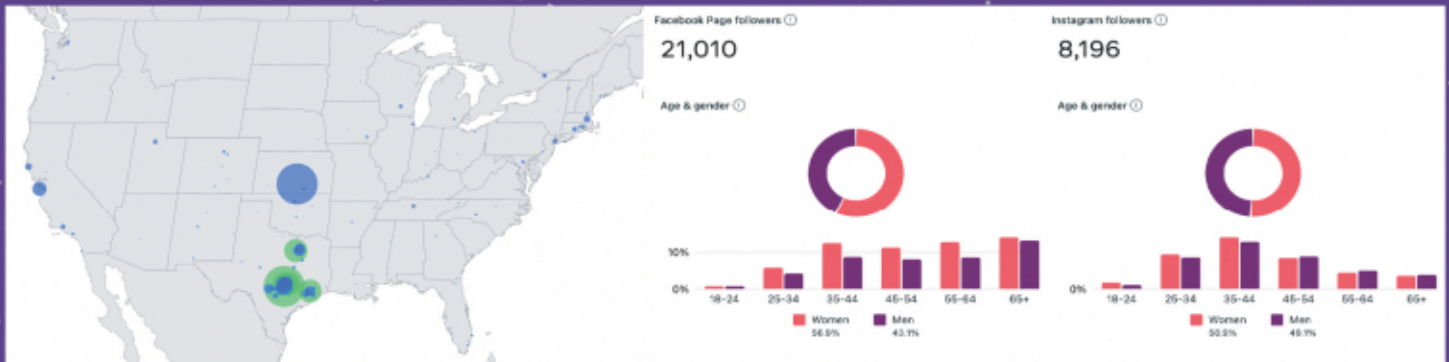
**Presenting Partner**

# KERRVILLE FOLK FESTIVAL



## 2023 Sponsorship

### Online Presence 2022 - 2023



# Demographics

# KERRVILLE FOLK FESTIVAL

## *2023 Sponsorship*

Reach a dynamic audience  
over the course of 18 DAYS!

New attendees constantly coming  
and going throughout the festival!

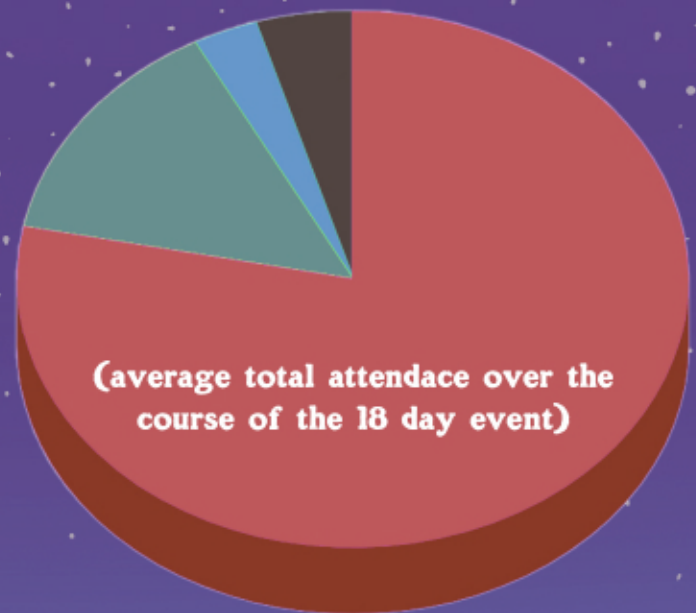
Single day / Weekend / Half-Fest  
and 18-Day passes are available

5000 Ticket Buyers

900 Staff / Vendors

200 Musical Performers

300 VIP Guests



Site Capacity: 3500

Attendees

