



KUTZTOWN  
 SINCE 1950  
 FOLK FESTIVAL



Sponsorship Opportunities

KUTZTOWNFESTIVAL.COM



# Kutztown Folk Festival

## SPONSORSHIP OPPORTUNITIES

We invite you to support the Kutztown Folk Festival, the oldest continuously operated Folk Life Festival in America. This 9-day event draws thousands of visitors from all over the world, coming together to celebrate what Pennsylvania Dutch culture is all about: **FRIENDS \* FAMILY \* FOLKLIFE**



This authentic Folklife Festival has been featured twice in National Geographic, been named number 2 top cultural festival in North America by USA Today's 10Best, and has been called "one of the most unique Festivals on the East coast" by the Washington Post.

Your sponsorship helps us preserve and promote the rich traditions of the Pennsylvania Dutch and entice new generations to enjoy this culture by experiencing real live demonstrations, musical entertainment, delicious foods, and our Quilt Barn, home to hundreds of handmade quilts and the nation's largest live quilt auction.

Our sponsor relationships are the heartbeat to keeping our Festival alive for years to come. We welcome you to be our partner for the future and associate your company with our friend and family-oriented Festival in celebration of our Pennsylvania Dutch culture.

*Become a Sponsor!*

Email Lin Ernst at [ernst@kutztownfestival.com](mailto:ernst@kutztownfestival.com) or call 610-683-1597.



**KUTZTOWNFESTIVAL.COM**

P.O. Box 306, Kutztown, Pa 19530

   **#KUTZTOWNFOLKFEST**

Presented by Kutztown University Foundation

Logo created by Patrick Donmoyer of the Pennsylvania German Cultural Heritage Center.

## Festival Family Level \$10,000

### THIS EXCLUSIVE PARTNERSHIP LEVEL INCLUDES:

- ☛ Festival presenting sponsor
- ☛ Five (5) social media posts to Facebook/Instagram followers
- ☛ Inclusion on all E-blasts to over 40,000 address database
- ☛ Prominent signage at the Fairgrounds on the Main Stage
- ☛ Website banner ad, listing and link on Folk Festival website
- ☛ One (1) Free map ad
- ☛ Onsite representation available to promote your business during the Festival
- ☛ Logo included on E-tickets
- ☛ 50 complimentary daily admission tickets
- ☛ Two (2) VIP Parking passes

## Festival Friend Level \$5,000

### THIS VALUABLE PARTNERSHIP LEVEL

#### INCLUDES:

- ☛ Three (3) social media posts to Facebook/Instagram followers
- ☛ Inclusion on all E-blasts to over 40,000 address database
- ☛ Signage at the Fairgrounds
- ☛ Website banner ad, listing and link on Folk Festival website
- ☛ One (1) Free map ad
- ☛ Onsite representation available to promote your business during the Festival
- ☛ Logo included on E-tickets
- ☛ 25 complimentary daily admission tickets
- ☛ Two (2) VIP Parking passes

## Festival Fraktur Level \$1,000

### BENEFITS INCLUDE:

- ☛ One (1) social media post to Facebook/Instagram followers
- ☛ Website listing and link on Folk Festival website
- ☛ 10 complimentary daily admission tickets
- ☛ One (1) VIP Parking pass

## Folklife Level \$3,000

- ☛ Two (2) social media posts to Facebook/Instagram followers
- ☛ Inclusion on all E-blasts to over 40,000 address database
- ☛ Signage at the Fairgrounds
- ☛ Website banner ad, listing and link on Folk Festival website
- ☛ Logo included on E-tickets
- ☛ 15 complimentary daily admission tickets
- ☛ One (1) VIP Parking pass

## Faschnacts & Filling Level \$500

### BENEFITS INCLUDES:

- ☛ One (1) social media post to Facebook/Instagram followers
- ☛ Website listing and link on Folk Festival website
- ☛ Five (5) complimentary daily admission tickets
- ☛ One (1) VIP Parking pass

To reserve please contact Lin Ernst at [ernst@kutztownfestival.com](mailto:ernst@kutztownfestival.com) or 610.683.1597

## Folk Festival *Special Experience* Sponsorship Opportunities

Includes: signage at experience location, one social media post to Facebook and Instagram followers, website listing and link on Folk Festival website, ten (10) complimentary daily admission tickets, and one VIP parking pass

**Apple Butter Demonstration** \$1,500

**Country Kitchen Experience** \$2,000

**Candle Dipping Experience** \$1,500

**Baby Goat Snuggle Station** \$2,000

(2 available)

**Wood Crafting Demonstration** \$1,500

(2 available)

**Blacksmithing Demonstration** \$1,500

(2 available)

**Mountain Mary Demonstration** \$1,000

**Children's Stage/Magic Show** \$1,000

**Fresh Fest Area Sponsor** \$1,500

(2 available)



## Advertising OPPORTUNITIES

**ONE SOCIAL MEDIA POST** \$250

Post will be scheduled during the Months of April, May or June. Our busiest website travel months.

Facebook Image Size: 1200 x 628 pixels  
JPG or PNG File

Twitter Image Size: 900 x 450 pixels  
JPG or PNG File

Instagram Size: 1080 x 1080 pixels  
JPG or PNG File

**WEBSITE LISTING & LINK** \$250

Logo Image Size: 500 x 500 pixels  
square format JPG file

**ONE E-BLAST AD** \$250

Image Size: 500 x 500 pixels  
square format JPG File

**E-TICKET AD** \$500

Image Size: 500 x 500 pixels  
square format JPG File

**WEBSITE BANNER AD** \$500

Image Size: 728 x 90 pixels  
JPG File

**MAP AD** \$300

Logo listed on 2024 Festival map. Maps are handed out to visitors upon arrival and posted throughout Festival grounds.

Logo Image Size: 3 x 1.5 inches  
Vector EPS or PDF File

Artwork to be provided  
by May 1, 2024



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