

2020 Sponsorship

Sponsorship packages are available on an a-la-carte basis, including custom branding and activations. Sponsor logo placement and recognition is dependent on total investment. FAI's premium sponsorship tiers (Gold and Platinum) begin at \$10,000. **All prices are in US dollars.**

Contact Alex Mallett to create the best package for your company's goals: development@folk.org 816-221-3655

Official Showcases

Sponsors choose the five acts that come through the official jury process. FAI will provide stage signage with your logo and will list your organization as a sponsor anywhere relevant. **Please send contact information for your emcee to Alex Mallett (development@folk.org).**

Main Stage - \$4,000

Premium Stage - \$3,000

Regular Stage - \$2,500

Official Event Sponsorship

Events include listing anywhere relevant in print, online and in the app as well as onsite signage with your logo. Food is included in the reception cost. Receptions include the option to make remarks.

Opening Reception - \$5,000

FAI Official Evening Reception - \$4,000

Breakfast Sponsor - \$2,500

Closing Party - \$2,500

Accelerators

Accelerators include the following: sponsor listing anywhere relevant, onsite signage, option to hand out materials, and content integration if possible.

Presenting Partner - \$4,000

Artist Business Accelerator Sponsor - \$1,500

Agent Business Accelerator - \$1,500

Manager Business Accelerator - \$500

International Folk Music Awards

The opening event of the conference, the IFMA's host the largest group of conference delegates at one time and are live-streamed. Includes logo placement or listing anywhere relevant to the award and the option to present the award to the winner.

Title Sponsorship - \$7,500

Song of the Year - \$1,500

Artist of the Year - \$1,500

Album of the Year - \$1,500

Clearwater Award - \$1,500

People's Voice Award - \$1,500

For questions about advertising or sponsorship contact Alex Mallett development@folk.org. Send all assets to Forrest Beck forrest@folk.org (sponsor logos as an .eps or .ai file, print ad designs and installations as a PDF file, and digital ad designs as a .jpg or .png file.)

2020 On-Site Visibility

Branding

Add your logo to the highest visibility items at the conference! FAI will send you a proof for final approval.

Lanyards - \$4,000 (Provided to every conference registrant when they arrive and worn throughout the conference. Price includes production)

Wristbands - \$4,000 (Provided to every conference registrant when they arrive and required for entry throughout the conference. Price includes production)

Totebag (exclusive) - \$5,000 (Provided to every conference registrant when they arrive. Price includes production)

Totebag (non-exclusive) - \$2,000

Hotel Keycards - \$1,000 (Provided to each hotel guest when they check in. Price **DOES NOT** include production)

Volunteer T-shirts - \$3,000 (Highly visible, worn by 200+ volunteers filling key roles throughout the conference)

Instrument Check - \$2,500 (Used day and night for musicians to pick up and return gear)

App Sponsorship - \$2,000 (Your logo featured prominently on FAI's app)

Back of Badge - \$5,000 (Provided to every conference registrant when they arrive. Price includes production)

Exhibiting

The Exhibit Hall is the business-to-business hub of the conference with representation from all sectors - agents, managers, labels, festivals, instrument companies, artists, and service providers. Regular booths include pipe and drape, a table and two chairs. Premium booths are in the highest traffic area and have a larger customizable footprint.

		Early Price	Regular Price (after October 15)
Booth (Premium)	16' wide x 6' deep	\$1,000	\$1,250
Booth - Prime Location Outside Hall	10' X 10' in a public corridor	\$1,000	\$1,250
Booth (Regular)	8' wide x 6' deep	\$500	\$750
Artist Table*		\$250	\$350

*Includes a table, two chairs, and basic sign. Does not include pipe and drape. Available to self-represented artists only.

Installations

Elevator Skins: Elevator will open in the middle of your artwork. Specs TBD. Prices reflect placement of the advertisements.

	Early Price	Regular Price (after October 15)
1st or 2nd Floor Premium	\$1,000	\$1,200
1st or 2nd Floor Regular	\$900	\$1,000
Private Showcase Floors	\$600	\$750
Inside Elevator Posters	\$600	\$750
Column Wraps / Window Designs	\$1,200	\$1,500

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2020 Digital Advertising

Digital Advertising

Mobile App

FAI's new app is increasingly used as the key reference for all events. Last year, the app had 1,163,416 screen views and 128,819 sessions. Designs will be in rotation and weighted by tier.

	Early Price	Regular Price (after October 15)
Full page interstitial ad	\$3,000	\$3,300
Discover Screen Banners (This banner appears centrally on the home page of the app. 640x100 design. Link required.)		
Tier 1	\$1,500	\$1,800
Tier 2	\$1,200	\$1,440
Tier 3	\$900	\$1,080
Tier 4	\$600	\$750
Internal page Banners (Schedule/Official Showcases/Private Showcases/Artists/Panelists/Exhibitors. 640x100 design. Link required.)		
Tier 1	\$1,500	\$1,800
Tier 2	\$1,200	\$1,440
Tier 3	\$900	\$1,080
Tier 4	\$600	\$750

folkconference.org Advertising

The conference website averages 28,000 page views during peak months (November-February). Place your ad on one high traffic interior page of folkconference.org for three months.

	Early Price	Regular Price (after October 15)
Folkconference.org Banner - Vertical Ad	\$500	\$600
<i>Vertical ad: 250px wide x 400px tall @ 72dpi. URL for click-thru.</i>		
Folkconference.org Banner - Horizontal Ad	\$500	\$600
<i>Horizontal ad: 900px wide x 100px tall @ 72dpi. URL for click-thru.</i>		

E-newsletter Banner

Cost includes one of four e-newsletter ads for one month. Please supply art as soon as possible so we can schedule your ad.

	Early Price	Regular Price (after October 15)
E-newsletter Ad	\$500	\$600
<i>300px x 300px, 72dpi, URL for click-thru.</i>		

On-Site Monitor Ads

There will be large high definition video screens throughout the conference displaying ads, schedules and information. Your Ad(s) will be displayed approximately 8 seconds each time, so design it for INITIAL IMPACT. Your Ad(s) will be seen hundreds of times per day as the screens run the entire duration of the conference. They will be in rotation with a maximum of 80 other ads on the right side of screens.

	Early Price	Regular Price (after October 15)
Monitor Ads	\$80	\$100
<i>748px wide x 972 px tall, resolution @ 72dpi. Vertical orientation.</i>		

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2020 Print Advertising

Program Book

Provided to each conference attendee as they arrive, the program book serves as the guide and record of all official conference activities.

	Early Price	Regular Price (after October 15)
Back Cover 8"W x 10.5"H (8.5"W x 11"H with bleed; 7.5"W x 10"H safe area)	\$2,500	\$3,000
Inside Front Cover, Inside Back Cover 8"W x 10.5"H (8.5"W x 11"H with bleed; 7.5"W x 10"H safe area)	\$1,500	\$1,800
Full Page 7"W x 9.5"H, no bleed	\$1,000	\$1,200
1/2 Page 7"W x 4.7"H, no bleed	\$600	\$750
1/4 page 3.4"W x 4.7"H, no bleed	\$400	\$500

Pocket Guide

Pocket guides serve as the go-to print edition of all performances. These will not be in totebags but will be prominently on display for all delegates to pick up.

	Early Price	Regular Price (after October 15)
Cover Logo (Logo on cover of all pocket guides)	\$3,000	\$3,600
Back Cover 6"W x 9"H (6.5"W x 9.5"H with bleed; 5.5"W x 8.5"H safe area), color, CMYK	\$2,000	\$2,400
Inside Front Cover 6"W x 9"H (6.5"W x 9.5"H with bleed; 5.5"W x 8.5"H safe area), color, CMYK	\$1,500	\$1,800
Inside Back Cover 6"W x 9"H (6.5"W x 9.5"H with bleed; 5.5"W x 8.5"H safe area), color, CMYK	\$1,500	\$1,800
Large Ad 5.25"W x 5.68"H, no bleed, B&W	\$950	\$1,140
Small Ad 5.25"W x 2.42"H, no bleed, B&W	\$500	\$600

Tote Bag Inserts

Limit of 15 Sold. Sponsor is responsible for producing approximately 2,900 items to insert. Shipping details and production numbers to be determined by November 1.

	Early Price	Regular Price (after October 15)
Large or Magazine	\$1,500	\$2,000
CD or Branded Item	\$1,000	\$1,200
Postcard or Sheet of Paper	\$750	\$1,000

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