



Sarasota folk Club, 5287 Box Turtle Circle, Sarasota, Florida 34232
Florida Not-For-Profit Corp # NO1000000188
Employer ID # 65-1086470

presents:

The SARASOTA FOLK and ACOUSTIC MUSIC FESTIVAL 2012

at OSCAR SCHERER STATE PARK, Osprey, Florida

Dear Sirs or Madams,

The Sarasota Folk Club is presenting its 9th annual Sarasota Folk Festival on March 24th and 25th, 2012. We anticipate over three thousand music and nature-loving enthusiasts at the Oscar Scherer State Park that weekend. We are a not-for-profit organization and are looking to secure sponsorships to help cover the production expenses for this event.

Our theme this year is "KEEP IT GREEN" and we are especially interested in businesses that produce environmentally-friendly products and/or promote and practice environmentally-friendly life choices.

Each level of sponsorship described offers promotional opportunities for your organization. Our Business and Organization Sponsorship opportunities include naming rights for each of our three stages. All sponsors will have their name printed on the event materials, including a Sarasota Folk Festival souvenir program booklet to be given to all attendees. Our MC's will be announcing our sponsors from all stages throughout the day. Promotional table space will be made available for all sponsors and there are vendor opportunities as well. Sponsors will provide their own tents, tables and visuals (i.e.: banners, handouts, etc.). Your sponsorship will remain for a minimum of six months on the Sarasota Folk Festival website, keeping your business or organization's message available to our members through the 2012 season. Every level of sponsorship entitles you to tickets to the event and advertising space in our souvenir booklet. We also gladly accept "in kind" donated items, which we will freely distribute, that provide a benefit to the Folk Festival patrons, volunteers and/or performers, (ie: shade hats, sunscreen, food and beverage for our volunteer and performer hospitality area, etc), all of which can carry your logo!

Our sponsorship opportunities are as follow:

Main Stage Named Sponsorship: \$1400 -

- (includes Banner across the main stage and all Gold Level perks)

Family Stage Named Sponsorship: \$1200 -

- (includes Banner across the family stage and all Gold Level perks)

Singer/Songwriter Stage Named Sponsorship: \$1000 -

- (includes Banner across the singer/songwriter stage and all Gold Level perks)

Gold Level: \$800 -

- Full-page ad in our Sarasota Folk Festival souvenir book.
- EIGHT weekend tickets to the Sarasota Folk Festival.
- Your logo prominently displayed on all festival printed materials.
- Major Sponsor announcements during the event from all stages.
- Your Logo on the Sarasota Folk Festival website with hot-link to your website.

Silver Level: \$600 -

- **Half-page ad in our Sarasota Folk Festival souvenir book.**
- **SIX weekend tickets to the Sarasota Folk Festival.**
- **Your logo prominently displayed on all festival printed materials.**
- **Silver sponsor announcements during the event from all stages.**
- **Your Logo on the Sarasota Folk Festival website with hot-link to your website.**

Bronze Level: \$400 -

- **Quarter-page ad in our Sarasota Folk Festival souvenir book.**
- **FOUR weekend tickets to the Sarasota Folk Festival.**
- **Your logo displayed on all festival printed materials.**
- **Bronze sponsor announcements during the event from all stages.**
- **Your Logo on the Sarasota Folk Festival website with hot-link to your website.**

Business Level: \$200 -

- **Business card (one-eighth page) ad in our Sarasota Folk Festival souvenir book.**
- **TWO weekend tickets to the Sarasota Folk Festival.**
- **Business name listing on the Sarasota Folk Festival website.**

Friend Level: \$100 -

- Ⓢ **Printed listing in our Sarasota Folk Festival souvenir book.**
- Ⓢ **TWO weekend tickets to the Sarasota Folk Festival.**
- Ⓢ **Festival Friend listing on the Sarasota Folk Festival website.**

Thank you for considering a sponsorship at the Sarasota Folk Festival 2012.

If you have any further questions, please contact Mindy Simmons at 941-685-1010.

Best Regards,

Festival Sponsorship Committee

5287 Box Turtle Circle

Sarasota, FL 34232

941-371-1433

Email Mindy Simmons: techirp@verizon.net