

FALL FESTIVAL



2026 Sponsorship Opportunities

50th Annual Fall Festival | Saturday & Sunday, Oct. 3 & 4 | 10 a.m.– 5 p.m.

\$5,000: Folk School Sustainer

- Ad in event program
- Stage banner in Shady Grove
- Prominent logo placement on website, email marketing (45,000 contacts reached with multiple emails), radio mention, newspaper ads, event programs and social media posts (67,000 followers on Facebook, 36,000 on Instagram, 2,500 on TikTok)
- Logo on sponsor signs located on campus
- Announced recognition from event stages
- Sponsor booth space
- 12 admission + meal tickets for Fall Festival
- 12 Fall Festival t-shirts
- Mention in news releases
- Radio Ad/PSA mentions
- Premiere parking spot-2 vehicles

\$2,500: Folk School Supporter

- Logo in event program
- Logo placement on website, email marketing (45,000 contacts reached with multiple emails), radio mention, newspaper ads, event programs and social media posts (67,000 followers on Facebook, 36,000 on Instagram, 2,500 on TikTok)
- Logo on sponsor signs located on campus
- 8 admission + meal tickets for Fall Festival
- 8 Fall Festival t-shirts
- Mention in news releases
- PSA mentions
- Premiere parking spot-1 vehicle

\$1,000: Folk School Friend

- Name in event program
- Logo placement on website, email marketing (45,000 contacts reached with multiple emails), radio mention, newspaper ads, event programs and social media posts (67,000 followers on Facebook, 36,000 on Instagram, 2,500 on TikTok)
- Name listed on sponsor signs on campus
- 4 admission + meal tickets for Fall Festival
- 4 Fall Festival t-shirts
- Mention in news releases
- Premiere parking spot-1 vehicle

\$500: Folk School Host

- Name placement on website, email marketing (45,000 contacts reached with multiple emails), radio mention, newspaper ads, event programs and social media posts (67,000 followers on Facebook, 36,000 on Instagram, 2,500 on TikTok)
- Name in event program
- Name listed on sponsor signs on campus
- 2 free admission tickets
- Mention in news releases

\$250: Folk School Neighbor

- Name placement on website, email marketing (45,000 contacts reached with multiple emails), radio mention, newspaper ads, event programs and social media posts (63,000 followers on Facebook, 32,000 on Instagram)
- Mention in news releases