

CT Folk
P.O. Box 6295
Hamden, CT 06517

2011 CT Folk Festival and Green Expo

Sponsorship & Advertising Opportunities

Maximize the visibility of your business through CT Folk's annual Folk Festival and Green Expo!

- Reach an audience with interest and capacity to utilize/purchase your products and services!
- Gain valuable exposure through inclusion in CT Folk's marketing campaign!
- Build loyal customers through the trusted resource of CT Folk!

Each year the CT Folk Festival and Green Expo brings over 3,500 individuals to New Haven to celebrate the voices - both established and new - of folk and roots music, as well as to explore innovations and resources in green products and services for consumers. We are the longest running Green Expo in the state and have been producing extraordinary music in the beautiful Edgerton Park since 1989.

www.ctfolk.org



Sept 9 - 11, 2011
Edgerton Park,
New Haven, CT

One Planet,
Many Choices

Live Music
Green Resources

www.ctfolk.org

SPONSORSHIP

Roots: \$2,500

- Full-page ad in Festival and Expo program
- Logo and link on CT Folk website
- Logo placement on venue signage
- Inclusion in email blasts for the event
- 8 premium tickets to the Main Stage concert
- 4 tickets to the Grassy Hill Song Circle

Seedling: \$1,500

- Half-page ad in Festival and Expo program
- Logo and link on CT Folk website
- Logo placement on venue signage
- 6 premium tickets to the Main Stage concert
- 2 tickets to the Grassy Hill Song Circle

Sprout: \$750

- Quarter-page ad in Festival and Expo program (2.4375" w x 3.9375" h)
- Logo and link on CT Folk website
- 4 premium tickets to the Main Stage concert

PROGRAM ADVERTISING

Full-page: \$500
(5" w X 8" h)

Half-page: \$250
(5" w X 3.9375" h)

Eighth-page (Business Card): \$100
(2.4375" w X 1.9063" h)

*All advertisers will receive 2 lawn tickets to the performance of their choice.

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GENERAL INFO



Friday, September 9, 2011 (7:30 pm)

Grassy Hill Song Circle: Four of the hottest musicians on the indie/Americana scene will take the stage to play solo work and then come together in a jam-session atmosphere.

Saturday, September 10, 2011 (noon to 4 pm)

The Green Expo: Over 75 exhibitors and vendors share earth-friendly ideas, products and services. A wide variety of educational and childrens programs are offered as part of the Green Expo.

Family Concert: Each year CT Folk offers a free afternoon concert in conjunction with the Green Expo. The childrens show has become an Expo favorite!

Main Stage Concert Under the Stars (5 pm - 10 pm): There is nothing more magical than a concert in Edgerton Park lit by the moon. We bring you six extraordinary artists and/or groups for the Main Stage concert. The lineup features nationally known acts as well as Connecticut favorites.

Sunday, September 11, 2011 (1 pm to 3 pm)

The Dava Hoot: Hosted by Connecticut's own Pierce Campbell, the Dava Hoot invites community members to bring an instrument or their voices and join in an informal, relaxed sing-along to close out the Festival weekend.

*** Ask about a vendor booth!**

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DEADLINE: April 1, 2011

Submit your sponsorship via email to: aliceanne@ctfolk.org

OR

Complete the form below and mail to: CT Folk, P.O. Box 6295, Hamden, CT 06517. Attention: Sponsorship/Advertising

Name of Business: _____

Contact: _____

Address _____

City, State, ZIP _____

Phone _____ Email _____

Ad Size: Full: _____ Half: _____ Eighth: _____

Sponsor Level: Roots: _____ Seedling: _____ Sprout: _____

I would like to make a donation in the amount of \$ _____

Total Enclosed _____

Check *Please make checks payable to CT Folk*

Credit Card

Card Type _____

Credit Card Number _____

Exp. Date _____ Security Code _____

Name on Card: _____

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