



# FLORIDA FOLK FESTIVAL

MAY 26, 27, & 28, 2023

[WWW.FLORIDAFOLKFESTIVAL.COM](http://WWW.FLORIDAFOLKFESTIVAL.COM)

11016 LILLIAN SAUNDERS DRIVE  
WHITE SPRINGS, FL.



FLORIDA  
STATE PARKS

*...the Real Florida™*



*"The spacious setting of the Stephen Foster State Park provided a delightful atmosphere of relaxed Southern charm. What a refreshing change to the hectic surge of frantic fans at a rock festival. The crowd caught the charm of the setting and was as gracious and considerate as our famed Southern hospitality is well noted for. It will make you remember why we love living here."*

*Ben Harper*

*Concert Review, EU Jacksonville Magazine*



## Florida Folklife is...

*...traditional expressive culture shared within the various groups in Florida: familial, ethnic, occupational, religious, and regional. Expressive culture includes a wide range of creative and symbolic forms such as custom, belief, technical skill, language, literature, art, architecture, music, play, dance, drama, ritual, pageantry, and handicraft, which forms are generally learned orally, by imitation, or in performance, and are maintained or perpetuated without formal instruction or institutional direction."*

*—Section 267.021 (6), Florida Statutes*

Since 1953, folk artists have gathered along the banks of the legendary Suwannee River to celebrate the best of Florida's music, arts and culture. As the oldest state run folk festival in America, we are Florida's premier heritage event! The event brings visitors' from all over the globe to hear more than 300 of Florida's greatest folk and roots artists play on multiple stages - a river of talent!

The Florida State Parks and Stephen Foster Folk Culture Center State Park invite you to come out for the very best Memorial Day Weekend event in Florida, the 71<sup>st</sup> annual Florida Folk Festival as we celebrate over half a century of folk heritage.

The Florida Folk Festival has once again been recognized as a "Top 20 Event" by the Southeastern Tourism Society and voted "Best Cultural Festival in Florida" by FLORIDA LIVING and FLORIDA MONTHLY magazines!



Come celebrate with us by sponsoring this cultural event and joining the 15,000\* plus people who gather to play music, dance, tell stories, craft, share food and enjoy life as one community for this memorable three day experience.

We offer you the opportunity to increase public awareness of your products and services in a more meaningful, personal, and historical venue. This event will increase your image through a personal shared experience that will connect you to a community of consumers' who you can market to by means of a common interest. Our event staff will work with you and support pre-event promotions that you may want to use for merchandising purposes. These may be providing graphic production files for advertising purposes, use of logos and other copyrighted images owned by the Festival or collateral material as needed, if available. Creative merchandising and marketing opportunities may be available to the sponsors on-site if reviewed and approved in advance of the event.

We are looking for partners who would like to establish a long term relationship with a truly prestigious and unique Florida tradition that has endured and been experienced and enjoyed by hundreds of thousands over the last 70 years.

*We are a 501C3 non-profit organization and as such can issue tax credits for a portion of the donation. Please consult your tax advisor for more information.*

*\* 15,000 people is the average attendance of concert-goers over the last decade.*

Photos by John Moran, John Fletcher, Ashley Corinne Photography, Colin Hackley, Florida Memory Project, and the Florida Park Service.





# SPONSORSHIP HIGHLIGHTS

*Your company will realize tangible marketing benefits in return for your sponsorship investment, while supporting one of the oldest state folk festivals in America and Florida's Best Cultural Event!*

## MARKETING HIGHLIGHTS

During the Florida Folk Festival and prior to the event, we give you the opportunity to put your image and your product directly into the hands of hundreds of thousands of potential customers. Your company will have exclusivity among competitors at certain levels of sponsorship. We've found that creating an experience around your product really hits home. Depending on your level of sponsorship, your company may benefit from many of the following event-related promotions:

- Sponsor logo on designated signs and/or area
- Sponsor logo in Festival Program
- Sponsor representatives may serve as stage announcers \*\*
- Sponsor banners located throughout the festival site\*
- Logo recognition on Sponsor "Thank You" boards
- Sponsor recognition in stage announcements\*\*
- Opportunity to create a proprietary component \*\*
- On-site booth space set aside for your product or service.\*\*
- Rights to use Florida Folk Festival trademarks until December 31, 2023
- Retail/trade promotion
- Passes to VIP reception
- Passes to VIP parking
- Employee volunteer opportunities\*\*
- On-site sales rights\*\*
- Recognition from stage(s) Emcees\*\*
- Sampling, demonstrations, displays \*\*
- Recognition at Sponsor Reception
- Pass-through rights considered \*\*

**\*SPONSORSHIP MUST BE SECURED NO LATER THAN MAY 1, 2023 - TO ASSURE MEDIA PLACEMENT \***

## MAKE AN IMPRESSION

Depending upon your level of involvement, your advertising message will be seen during the festival's promotional period. We're targeting families, young and old who are actively interested and involved in art and music (that's just about everyone). This targeted audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service.

- Advertising that covers Florida state wide as well as parts of Georgia and Alabama
- Ad in the Official Festival Program, a full color publication listing all artists and entertainers for the event.
- Broad cross-section of paid, promotional and live remote radio
- Social Media Recognition on the Florida Folk Festival Social Channels\*
- Print Promotions\*
- Logo on promotional poster\*
- On Site Recognition
- Billboard Campaign\*
- Press Releases\*
- Banners \*

\* Placement depending on Sponsorship level

\*\* If Applicable



# FESTIVAL SPONSORSHIP

Sponsorship with The Florida Folk Festival will provide you with great marketing exposure for your business or organization, including posters, program advertising, web and social media links, stage and site recognition. We offer levels as well as **customized packages and in-kind sponsors\***. \*In-kind donation shall not exceed an agreed percentage of the total monetary amount.

THE FLORIDA FOLK FESTIVAL				
FOLK	JEANIE	KNOTT	LILLIAN	THELMA
Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition	Logo Recognition
1/8 page ad in Program	1/4 page ad in Program	1/2 page ad in Program	Full page ad in program	Full page ad in program
4 VIP passes & parking pass	Social Media Recognition	Social Media Recognition	Social Media Recognition	Social Media Recognition
Use of Festival Trademarks	6 VIP passes & parking	Banners in specified areas	Print Media Recognition	Print Media Recognition
<b>\$500</b>	Use of Festival Trademarks	Hyperlink on website	Radio Recognition	Radio Recognition
		10 VIP passes & parking	Banners in specified areas	Main Stage Banners
		Use of Festival Trademarks	Stage Emcee Recognition	Signage around Festival
			Hyperlink on website	10 x 10 space at festival
			15 VIP passes & parking	Stage Emcee Recognition
			Use of Festival Trademarks	Hyperlink on website
				25 VIP passes & parking
				Use of Festival Trademarks
				<b>\$10,000</b>

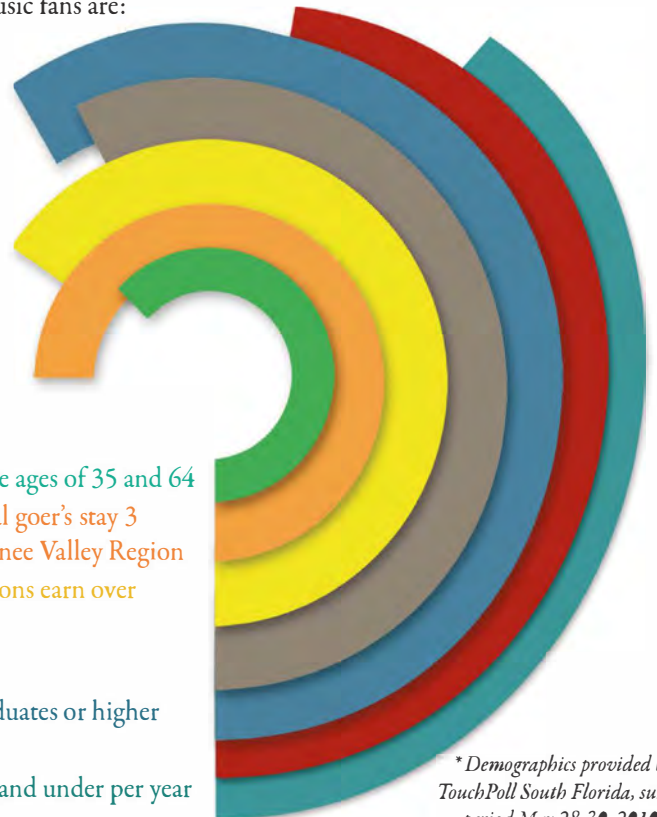
## A FEW PAST SPONSORS...

Florida Conservation Corps  
 Nutrien White Springs, FL  
 First Federal Bank of Florida  
 Duke Energy  
 Applebee's  
 Volunteer Florida  
 North Florida Sales  
 Florida State Fiddler's Association  
 Stephen Foster Citizen's Support Organization  
 The Will McLean Foundation  
 American Folk Life Center, Library of Congress  
 Columbia County Tourist Development Council  
 North Central Florida Advertiser  
 Florida Blacksmith Association  
 Florida Folklore Society  
 Friends of Florida Folk  
 Visit Florida  
 Hamilton County Chamber of Commerce  
 Lake City Gateway Community College National  
 Endowment for the Arts  
 Edward Jones/Steve Jones  
 Southern Arts Federation  
 The Seminole Tribe of Florida  
 Camping World Lake City  
 Florida Department of State, Division of Cultural Affairs  
 Florida Folklife Program  
 Suwannee Democrat  
 Dr. Paul Sullivan  
 Vystar Credit Union  
 Howard & Carolyn Pardue  
 Jean Hewitt  
 Renee Henry

You will reach a diverse audience by targeting the crowds at the Florida Folk Festival.

These loyal art & music fans are:

78% are between the ages of 35 and 64  
 Over 80% of Festival goer's stay 3  
 nights in the Suwannee Valley Region  
 70% of Festival patrons earn over  
 \$51,000 per year  
 60% are Female  
 66% are college graduates or higher  
 40% are Male  
 30% make \$50,000 and under per year



\* Demographics provided by  
 TouchPoll South Florida, survey  
 period May 28-30, 2010.



## A BIT OF HISTORY...

In 1952, Mrs. Ada Holding Miller, President of the National Federation of Music Clubs suggested that White Springs, Florida would be a good place to hold a folk festival. White Springs' turn-of-the-century notoriety as a destination for tourists seeking a medicinal soak in the local sulphur springs was well past its heyday. Miller's visit to White Springs came just one year after the town had opened a new memorial park dedicated to American composer Stephen Foster. By coincidence Foster wrote a song that mentioned the Suwannee River. The song, "Old Folks At Home" was one of more than 200 compositions that made Foster known as the nation's first professional songwriter. Mrs. Miller suggested to Mrs. (W.A.) Lillian Saunders of White Springs that the grounds of the Stephen Foster Memorial would be an ideal setting to hold a folk festival. A prominent White Springs citizen, Mrs. Lillian Saunders, and a former president of the Florida chapter of the Federation, and when the Saunders family donated 100 acres of land to develop a Stephen Foster Memorial in White Springs in 1938, the town's fortunes became fastened not only on the Suwannee River, but also on the promotion of American music. Mrs. Saunders presented the idea to the Stephen Foster Memorial Commission and they approved. The Commission contacted Sara Gertrude Knott of Princeton, Kentucky, who at that time was the most experienced individual in the United States on presenting folk festivals. Sara Gertrude Knott, founder of the National Folk Festival, met with the Stephen Foster Memorial Commission and agreed to come back to coordinate a festival the following year. She arrived in late December 1952, and worked long hours to bring together as many ethnic groups in Florida as possible. The first Florida Folk Festival was held May 8-10, 1953 and played to an audience of about 800. The Festival opened against a backdrop of huge pines and moss draped oaks and magnolias. By the time the last program ended at sunset, two and one-half days later, the Festival had presented Minorcan's, Seminole and Miccosukee Indians, Greek-Americans, Jewish-Americans, Czech-Americans, Spanish-Americans, African-Americans and Florida Crackers. School groups performed singing games, square-dancing, folk singing, Maypole dancing, rope skipping rhymes, and string band music; and individuals and groups of adults presented ballads, superstitions, fiddle and harmonica tunes, musical saw playing, folk tales and sacred harp songs. The sponsors were the Stephen Foster Memorial Commission and the Florida Federation of Music Clubs. Knott's philosophy of American culture as consisting of the traditions of many native and immigrant cultures was applied at the first Florida Folk Festival. Her multi-cultural approach left an indelible mark on the folk festival movement that survives today.



After two years, Knott turned the direction of the festival over to Thelma C. Boltin, a long-time Florida resident who had been a performer at the first two festivals in White Springs. Thereafter Boltin became "Cousin" Thelma: storyteller, field worker, emcee and legend at the Florida Folk Festival. In 1957 the festival's organizers added regional crafts as a component of the festival and in 1958 they added regional and ethnic foods. Miss Knott wrote for the 1969 program, "Little did we dream when the first two years of the Florida Folk Festival had passed, with the young Festival roots in the soil of the state, that a few years hence, the Sunshine State would have developed a real Florida Folk Festival peculiar to that state alone."



Thelma Boltin (1904- 1992)  
1985 Florida Folk Heritage  
Award Recipient

In 1972 attendance at the Florida Folk Festival peaked at more than 100,000 as popularity surged in the music festival circuit nationally. In the late 1970s White Springs became the home of the Florida Folklife Program. The prestige and authority of the Bureau of Florida Folklife Programs was unmatched by any other folklife program in the country. The Florida Folklife Program has a statewide mission to promote traditional arts through its folk heritage awards, apprenticeship program, festival outreach, folklife days, school programs, radio shows, and publications. The Folklife Program continues to coordinate a folklife area within the Folk Festival that annually focuses on different aspects of traditional life and lore in Florida. The participants at the Florida Folk Festival included Seminole, Minorcan, Peruvian, Guatemalan, Jewish, Spanish, Hungarian, Greek, African, Trinidadian, Haitian, Serbian, Armenian, Sephardic, Irish, Acadian, East Indian, and Hawaiian traditions, along with those of the Florida Cracker. Like the earliest days of the folk festival movement, the event is a celebration of the many cultures and traditions that call Florida home.

# FOR MORE INFORMATION

For more information or to sponsor, please fill out the enclosed information and fax it back to us at (386) 397-4262 or email to Andrea.Thomas@FloridaDEP.gov or mail to us at:

Florida Folk Festival

P.O. Drawer G

White Springs FL, 32096



Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Company Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

\_\_\_\_ Yes, I am interested in sponsoring at the \_\_\_\_\_ level.

\_\_\_\_ Yes, I would like to be contacted about sponsorship opportunities with Florida Folk Festival.

\_\_\_\_ No, I am not interested at this time, but please contact me next year before \_\_\_\_\_ (Date)

\_\_\_\_ I would like to become one of your "Angels", and would like to donate \$ \_\_\_\_\_

Our "Angel" sponsors are greatly appreciated! Anything and everything helps us keep the Florida Folk Festival alive.

*Checks can be made payable to the Stephen Foster Citizen Support Organization (C.S.O)*

Thank you!

**Shauna Adams, President**

Stephen Foster Citizen Support Organization

**Andrea Thomas, Park Services Specialist , CSO Sponsor Coordinator**

Stephen Foster Folk Culture Center State Park

Andrea.Thomas@FloridaDEP.gov • (386) 397-4478

