



PRESENTED BY:

**KERRVILLE
FOLK 
FESTIVAL
FOUNDATION**

A 501 (C)(3) NONPROFIT INCORPORATION

AD RATES · AD PACKAGES · AD SPECS · SPONSORSHIP

Welcome Home Fest • October 10 - 13, 2024

THIS VIBRANT COMMUNITY EVENT PROMISES A WEEKEND FILLED WITH SONGWRITERS AND STORYTELLERS CURATED TO CELEBRATE THE SPIRIT OF 50+ YEARS OF KERRVILLE MUSIC FESTIVAL HERITAGE WHILE FOSTERING A SENSE OF TOGETHERNESS WITH A FRESH TAKE ON GENRE-BENDING FOLK AND LYRIC-FOCUSED INTIMATE CONCERT AND CAMPING EXPERIENCES.

THIS YEAR'S ATTENDEES WILL HAVE A CHANCE TO GET UP-CLOSE AND PERSONAL WITH AN ECLECTIC MIX OF ARTISTS INCLUDING FOLK-PUNK FUSION ARTIST SUNNY WAR, THE INDIE-ROCK SOUND OF RISING STAR SONGWRITER PALEHOUND, THE CLASSIC COUNTRY SWING OF MELISSA CARPER AND MUCH MORE.

"Think of it as Kerrville Folk Festival's hip younger sister."

PROGRAMS ARE DISTRIBUTED FREE OF COST TO ALL TICKET BUYERS, GUESTS, PERFORMERS, AND VOLUNTEERS THROUGHOUT THE FESTIVAL.

Publication Specifications

FULL PAGE + BLEEDS: 5.75" X 8.75"
(5" X 8" LIVE AREA / 5.5" X 8.5" TRIM SIZE)
24 - 28 PAGES · 70# PREMIUM GLOSS PAPER
SADDLE STITCH BINDING

Ad Rates

FULL PAGE \$500
(NO BLEEDS) 5" X 8"

1/2 PAGE \$250
HORIZONTAL: 5" X 3.875"
VERTICAL: 2.375" X 8"

1/4 PAGE \$125
2.375" X 3.875"

Deadlines

SPACE RESERVATION
SEPTEMBER 15
ART & FULL PAYMENT
SEPTEMBER 25

KERRVILLEFOLKFESTIVAL.ORG





\$500

FRIEND OF THE FEST

- Thank you from the stage after a artist performance (x1 per night)
- Mention on kerrvillefolkfestival.org sponsor page
- Thank You on WHF email newsletter
- Kerrville Folk Festival Foundation Supporter window decal

\$1000

SUNRISE SPONSOR

- x2 Festival Pass w/ early entry on Thursday
- x1 Sleeper Vehicle/Campground parking pass
- 1/2 page ad in festival program
- Banner hung at high-visibility/high-traffic place inside the festival
- x1 Spotlight post on social media
- In-App rotating banner on one day of the festival
- Thank you from the stage after a artist performance (x2 per night)
- Mention on kerrvillefolkfestival.org sponsor page
- Thank You on WHF email newsletter
- Kerrville Folk Festival Foundation Supporter window decal



SPONSORSHIP

\$2000

CROW'S NEST SPONSOR

- x4 Festival Pass w/ early entry on Thursday
- x2 Sleeper Vehicle/Campground parking pass
- Full page ad in festival program
- Banner hung on front gate of campground entrance
- x2 Spotlight post on social media
- In-App rotating banner ad for the entire festival
- Thank you from the stage after a trist performance (x3 per night)
- Mention on kerrvillefolkfestival.org sponsor page
- Clickable ad on WHF email newsletter
- Kerrville Folk Festival Foundation Supporter window decal

\$4000

CONCERT SPONSOR

- x8 Festival Pass w/ early entry on Thursday (option for individual days)
- x4 Sleeper Vehicle/Campground parking pass
- Back cover ad in festival program
- Banner hung on front gate of campground entrance
- x2 Spotlight post on social media
- In-App rotating banner ad for the entire festival
- Thank you from the stage after a trist performance (x4 per night)
- Mention on kerrvillefolkfestival.org sponsor page
- Clickable ad on WHF email newsletter
- Kerrville Folk Festival Foundation Supporter window decal



SPONSORSHIP

Welcome Home Fest 2024

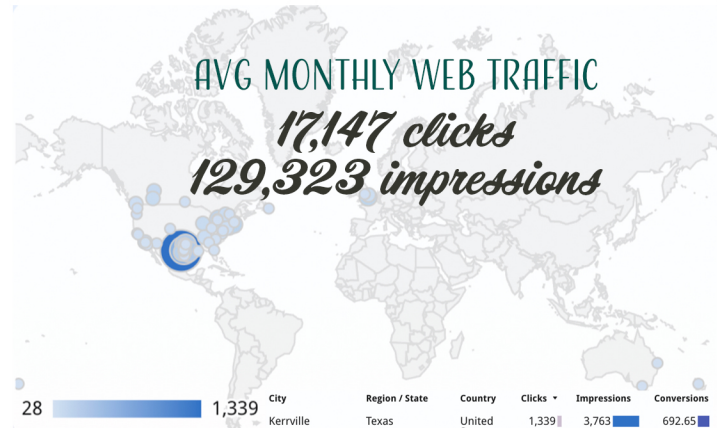
SUPPORT SONGWRITERS AND CONNECT WITH
MUSIC LOVERS IN CENTRAL TEXAS
BY PARTNERING WITH THE
KERRVILLE FOLK FESTIVAL FOUNDATION

A 501 (C)(3) NONPROFIT INCORPORATION

4
DAYS

2000+
ATTENDEES

20+
MUSIC PERFORMANCES



Facebook followers ⓘ

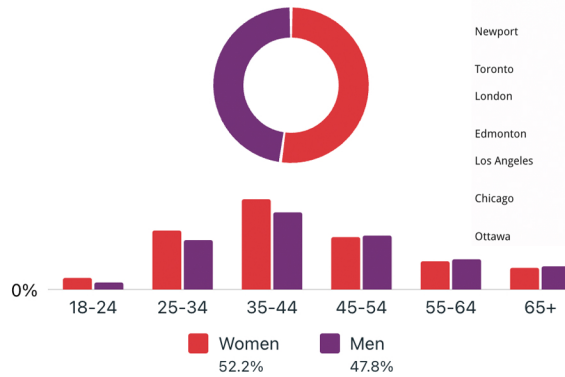
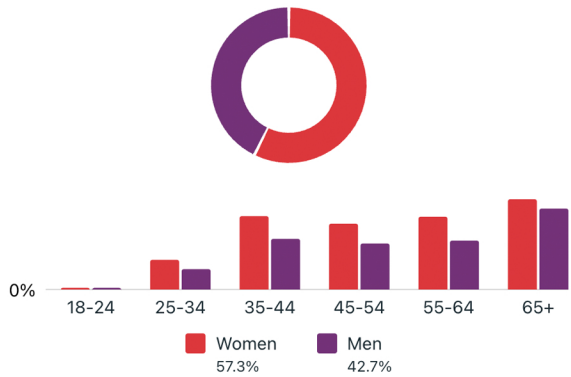
22,269

Instagram followers ⓘ

10,888

Age & gender ⓘ

Age & gender ⓘ



City	Region / State	Country	Clicks	Impressions	Conversions
Kerrville	Texas	United States	1,339	3,763	692.65
Austin	Texas	United States	561	2,635	232.73
Dallas	Texas	United States	286	2,053	52.91
Houston	Texas	United States	268	1,910	63.91
New York	New York	United States	225	1,774	54.83
San Antonio	Texas	United States	207	1,326	44.45
Newport	Rhode Island	United States	187	1,161	14
Toronto	Ontario	Canada	170	1,492	18.72
London	England	United Kingdom	157	1,829	26.76
Edmonton	Alberta	Canada	119	652	8.63
Los Angeles	California	United States	112	964	20.49
Chicago	Illinois	United States	103	739	24.57
Ottawa	Ontario	Canada	92	697	14.42

CONSTANT CONTACT EMAIL SUBSCRIBERS

20,459

OPEN RATE

68%

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