



AD RATES • AD PACKAGES • AD SPECS • SPONSORSHIP

KERRVILLE FOLK FESTIVAL MAY 22 – JUNE 8, 2025

Why Partner with the Kerrville Folk Festival?

The Kerrville Folk Festival, the cornerstone event of the Kerrville Folk Festival Foundation, has been a celebrated gathering of music, art, and community since its founding by Rod Kennedy in 1972. Now in its 53rd year, this iconic festival continues to be a vital hub for the songwriting community and a beacon for artistic expression.

For 18 continuous days and nights, the festival transforms Quiet Valley Ranch, located in the stunning Texas Hill Country, into a vibrant cultural epicenter. Just a short drive from major cities like San Antonio and Austin, Kerrville is a destination where music lovers, families, and creators from around the globe come together to celebrate music, creativity, and connection.

Unparalleled Reach and Impact

- With an attendance of approximately 30,000 people across the 18-day event, the Kerrville Folk Festival becomes the second-largest community in Kerr County.
- Each evening's concerts attract 800 to 2,000 attendees, striking the perfect balance between community warmth and personal connection.
- Our audience includes passionate music enthusiasts, engaged families, and global travelers who share a deep appreciation for authenticity and artistry.

Why Your Brand Will Shine

Partnering with the Kerrville Folk Festival offers unparalleled opportunities to align your brand with a legacy of creativity and community.

Deep Engagement: Sponsors can connect with a loyal, multi-generational audience who value meaningful experiences and the brands that make them possible.

Global and Local Reach: Guests hail from across the world while maintaining a strong local presence, giving your brand exposure to both regional and international markets.

Positive Association: Affiliation with the Kerrville Folk Festival demonstrates your commitment to supporting the arts, sustainability, and community-building efforts.

Intimate Experiences: Despite its size, the festival maintains an intimate atmosphere, providing sponsors with meaningful opportunities to interact directly with attendees.

A Community Like No Other

The Kerrville Folk Festival is more than just an event—it's a family. Patrons return year after year to experience what many simply call "Kerrville," a magical blend of music, community, and connection. By partnering with us, your brand becomes part of this rich tradition, leaving a lasting impression on an audience that truly values authenticity and creativity.

Programs are distributed free of cost to all ticket buyers, guests, performers, and volunteers throughout the festival.

Publication Specifications

- Pages 56 Pages + 4 Page Cover
- Size Final Size : 8.375 x 10.875
- Paper 100.0 LB Gloss - #3 Grade
- 70.0 LB Gloss - #3 Grade
- Finishing Saddle Stitch



Ad Rates

FULL PAGE \$1000
(1/4" BLEED) 8.5" x 11"

1/2 PAGE \$500
HORIZONTAL: 5.125" x 4"
VERTICAL: 2.5" x 8"

1/4 PAGE \$250
2.5" x 4"

Deadlines

SPACE RESERVATION
APRIL 25

ART & FULL PAYMENT
MAY 2



KERRVILLE FOLK FESTIVAL

\$500 - Welcome Home Sponsor

- x4 GA Tickets to Day 1 of the Festival (May 23, 2024)
- Banner Hung in prominent space at the Festival for Weekend ONE (Sponsor provides banner)
- Thank you/Mention on KFF Social Media (Story) before the Festival
- Thank You from Stage After Artist Performance (x4)
- Mention on kerrvillefolkfestival.org
- Kerrville Folk Festival Foundation Supporter window decal

\$1000 - Meadow Sponsor

- x2 GA Festival Pass for your choice of any weekend of the Festival
- ½ page ad in festival program
- Spotlight Post on KFF Social Media (x1)
- Banner Hung in prominent space at the Festival for all 18 days (Sponsor provides banner)
- Thank You from Stage After Artist Performance (x10)
- Mention on kerrvillefolkfestival.org
- Kerrville Folk Festival Foundation Supporter window decal



SPONSORSHIP
TIER I + II

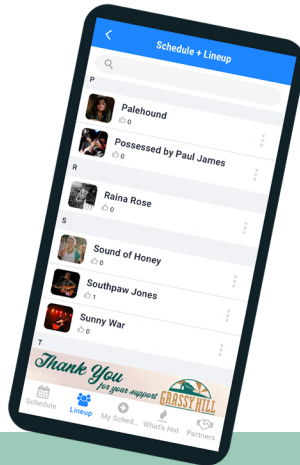




KERRVILLE FOLK FESTIVAL

\$2500 Sunrise Sponsor

- x4 GA Festival Pass for one weekend of the Festival
- Half page ad in festival program
- Spotlight Post on Social Media (x1)
- Thank you/Mention on KFF Social Media (Story) before Festival
- Scrolling Banner ad in KFF Mobile app
- Clickable banner ad in KFF email newsletter
- Banner Hung in prominent space at the Festival for all 18 days
- Thank You from Stage After Artist Performance (x20)
- Mention on kervillefolkfestival.org Sponsor page
- Kerrville Folk Festival Foundation Supporter window decal (x2)



SPONSORSHIP TIER III





KERRVILLE FOLK FESTIVAL

\$5000 - Starlight Sponsor

- x6 GA Festival Pass for one weekend of the Festival
- Company Logo on Volunteer Staff T-shirts
- Company Logo on all promotional materials (posters, flyers, etc.)
- Full page ad in festival program
- Spotlight Post on KFF Social Media (x1)
- Thank you/Mention on KFF Social Media (Story) before Festival
- Scrolling Banner Ad on KFF Mobile App
- Clickable banner ad on KFF email newsletter (x2)
- Banner Hung in prominent space at the Festival for all 18 days
- Banner Hung in Backstage Dining Area for volunteers & performers
- Thank You from Stage After Artist Performance (x20)
- Mention on kerrvillefolkfestival.org
- Kerrville Folk Festival Foundation Supporter window decal (x2)

Additional Opportunities

(All sponsorship packages can be customized - ask about pricing for additional options)

- Company Logo on Stage backdrop
- Brand Activation on Festival Site
- Artist/Patron Product Seeding
- Ticket Giveaway Event
- Craft Booth
- Logo on Food/Drink Tickets



SPONSORSHIP
TIER IV





KERRVILLE FOLK FESTIVAL

\$8000 - Mainstage Sponsor/Presenting Partner

- x6 GA Festival Pass for one weekend of the Festival
- x2 VIP/backstage seating for the entire Festival
- Company Logo on Volunteer Staff T-shirts (approx 800 shirts)
- Company Logo on all promotional materials (posters, flyers, etc)
- Company Logo inside/on Shuttle Vehicles (Artist Shuttle & Carts)
- Back Cover ad in festival program
- Spotlight Post on Social Media (x2)
- Thank you/Mention on KFF social media (Story x2)
- Scrolling Banner ad in KFF Mobile app
- Clickable banner ad on KFF email newsletter (x2)
- Banner Hung in prominent space at the Festival for all 18 days
- Additional Banner Hung in Backstage area
- Thank You from Stage After Artist Performance (x20)
- Mention on kerrvillefolkfestival.org
- Kerrville Folk Festival Foundation Supporter window decal (x2)



**SPONSORSHIP
TOP TIER**



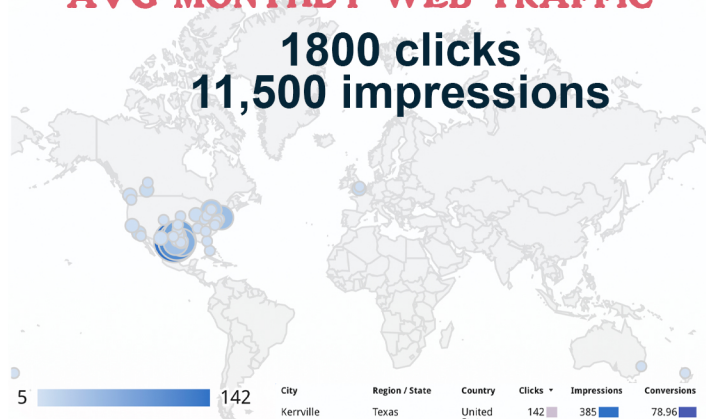


18
DAYS

30,000+
ATTENDEES

AVG MONTHLY WEB TRAFFIC

1800 clicks
11,500 impressions



80+
MUSIC PERFORMANCES

3
STAGES

Facebook followers ⓘ

22,317

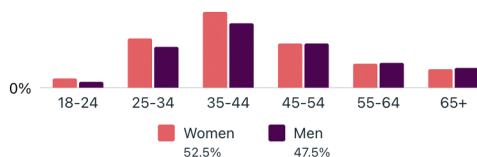
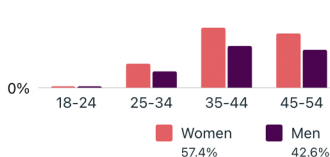
Instagram followers ⓘ

11,300

Age & gender ⓘ



Age & gender ⓘ



City	Region / State	Country	Clicks *	Impressions	Conversions
Kerrville	Texas	United States	142	385	78.96
Austin	Texas	United States	109	571	32.69
Dallas	Texas	United States	79	607	7.37
Houston	Texas	United States	65	413	7.45
New York	New York	United States	46	362	7.62
San Antonio	Texas	United States	42	304	3.68
Toronto	Ontario	Canada	30	302	3.86
Fort Worth	Texas	United States	16	115	1
Los Angeles	California	United States	15	111	3.83
Calgary	Alberta	Canada	13	77	1
Plano	Texas	United States	11	70	1
London	England	United Kingdom	11	119	0.93
Chicago	Illinois	United States	11	115	0

CONSTANT CONTACT
EMAIL SUBSCRIBERS

OPEN RATE
AVG 2024

20,553

59%

Shannon Holt

MARKETING & RETAIL MANAGER

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