



NATIONAL FOLK FEST

SPONSORSHIP OPPORTUNITIES

DAYTONA BEACH 2028



ABOUT THE NATIONAL FOLK FEST

For more than 85 years, the National Folk Festival has celebrated the roots, richness, and diversity of American culture. Produced by the National Council for the Traditional Arts (NCTA), the nation's oldest organization dedicated to the preservation and presentation of traditional arts, the Festival is recognized as America's premier celebration of folk and traditional culture.

Each year, the National Folk Festival brings together more than 300 artists representing dozens of cultural traditions from across the United States. Through music, dance, storytelling, craft demonstrations, food, and educational programming, audiences experience the living traditions that define our nation.

Presented free to the public, the National Folk Festival travels to a new host community every three years, serving as a catalyst for economic development, cultural tourism, downtown revitalization, and community pride. Host cities across the country have leveraged the festival to revitalize downtown areas, strengthen community partnerships, and establish enduring cultural institutions that continue long after the National's residency concludes.

The National Folk Festival is more than a weekend event. It is a nationally recognized cultural asset that creates lasting social, cultural, and economic impact while celebrating the people, stories, and traditions that connect us all.



HOW IT WORKS: SUSTAINABILITY

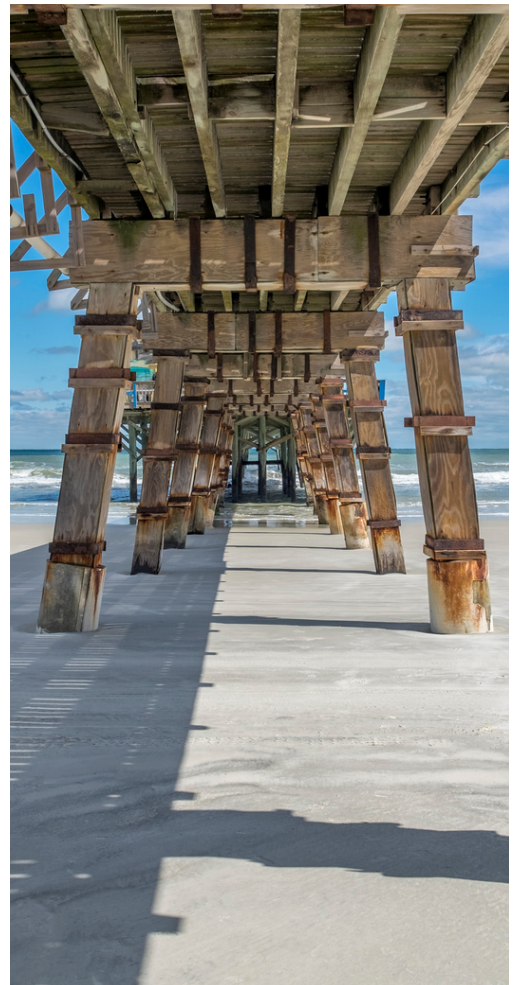
Once selected, a host city enters into a three-year partnership with the NCTA. Throughout the residency, NCTA works alongside local leaders to produce the National Folk Festival while providing the expertise, training, and framework necessary to establish a sustainable, long-term cultural asset.

At the conclusion of the three-year residency, the host community assumes ownership of its festival and retains the exclusive opportunity to continue growing and producing the event on behalf of its state. Because only one officially sanctioned Folk Festival can exist within a state, host communities gain a unique and enduring cultural distinction that can generate economic, tourism, and community benefits for generations.

WHY DAYTONA BEACH?

Daytona Beach offers an extraordinary setting for the Sunshine State Folk Festival. As one of Florida's most recognizable destinations, the community is currently experiencing significant public and private investment in its riverfront, downtown, historic districts, and gathering spaces. The Folk Festival would build upon this momentum by bringing together residents and visitors to celebrate the diverse cultures, traditions, music, foodways, and stories that define Florida.

Beyond a weekend of performances, the Sunshine State Folk Festival has the potential to strengthen cultural tourism, foster statewide collaboration, inspire civic pride, and establish a lasting cultural institution that belongs to Florida for generations to come.



CASE STUDIES



BUTTE, MONTANA

In Butte, Montana, the festival's statewide impact has been measured at nearly **\$31M annually**. Over the past decade, \$300M would have bypassed the region.



LOWELL, MASS

With an average **annual attendance of 175,000**, the Lowell Folk Festival has become one of New England's most important cultural events.

SALISBURY, MD



During its tenure in Salisbury, Maryland, ending in 2022, the National Folk Festival drew more than **400,000 people** to the city's downtown, with over **\$65M in long-term economic impact**.

RICHMOND, VA



The 2022 Richmond Folk Festival smashed records and drew **230,000** to the festival, collected **\$125,000 in bucket brigade donations**, and netted **\$375,000 in beer sales**.



PROVEN IMPACT.
POWERFUL
CONNECTIONS.





SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

**Exclusive Opportunity*

\$100,000 ANNUALLY | THREE-YEAR COMMITMENT PREFERRED

The Sunshine State Folk Festival Presented by [Sponsor Name]

As the Presenting Sponsor, your organization will be forever connected to the creation of Florida's officially sanctioned Folk Festival. While many sponsorship opportunities provide visibility, few offer the chance to help establish a cultural experience that will serve generations of Floridians. This leadership investment demonstrates a commitment to preserving Florida's diverse traditions, strengthening our community, and creating a legacy that extends far beyond a single event. Your role in bringing this vision to life will remain a permanent part of the Festival's origination story.

INVESTMENT BENEFITS INCLUDE:

Premier Recognition

- Exclusive presenting sponsor designation on all digital and print materials
- Naming rights: "Sunshine State Folk Festival Presented by [Sponsor]"
- Top billing across all festival marketing & communications including the official Festival program and event app
- Exclusive category protection
- Premier stage naming rights

Statewide Visibility

- Featured placement on all advertising, digital campaigns, media materials, & promotional assets
- Prominent logo placement on festival website and printed materials
- Inclusion in all major press announcements
- Recognition throughout festival on social media

Festival Presence

- Premier activation space in the festival footprint
- Recognition from all major stages throughout the weekend
- Opportunity for executive remarks during opening ceremonies
- Prominent signage throughout the festival grounds



LEADERSHIP BENEFITS

20 VIP Credentials

—

VIP Hospitality Access

—

Preferred Parking

—

Employee Volunteer
Engagement Opportunities



LEGACY IMPACT

First right of refusal for
future presenting
sponsorship beyond the
preferred three years.

Recognition as a founding
partner of the Sunshine
State Folk Festival



EXECUTIVE PRODUCER

\$50,000 | LIMITED OPPORTUNITIES AVAILABLE

Executive Producers provide the leadership necessary to bring the Sunshine State Folk Festival to life, ensuring that tens of thousands of residents and visitors can experience the traditions, music, stories, and cultures that make Florida unique. Your leadership investment helps transform a bold idea into an unforgettable experience by supporting the artists, educational programs, cultural traditions, and community engagement opportunities that define the Festival. As an Executive Producer, your organization will be recognized as a driving force behind one of Florida's most significant cultural initiatives that reflects a commitment not only to the success of the Festival, but to the preservation and celebration of the people and traditions that connect us as a state.

INVESTMENT BENEFITS INCLUDE:

Recognition

- The option for top-level stage naming rights or top selection from available signature festival experiences including:
 - Family Village
 - Cultural Marketplace
 - Heritage Demonstration Area
 - Volunteer Headquarters
- Recognition in the official Festival program and event app
- Prominent recognition in festival marketing materials
- Logo placement on website and printed collateral
- Recognition in media releases & social campaigns

Festival Presence

- Choice of named activation space in the festival footprint
- Recognition from named stage throughout the weekend
- Prominent signage throughout the festival grounds and at stage



LEADERSHIP BENEFITS

- 10 VIP credentials
-
- VIP hospitality access
-
- Access to exclusive Festival hospitality experiences
-
- Preferred parking
-
- Invitations to sponsor receptions and special Festival events
-
- Employee volunteer engagement opportunities



PRODUCER

\$25,000 | LIMITED OPPORTUNITIES AVAILABLE

The most meaningful and memorable moments of the Sunshine State Folk Festival are made possible through the leadership of Producer-level sponsors. These investments help bring artists to the stage, traditions to life, and communities together in celebration of Florida's rich cultural heritage. As a Producer, your organization becomes part of a collective effort to create lasting memories, inspire connection, and ensure that the stories and traditions that shape our communities continue to be shared for generations to come.

INVESTMENT BENEFITS INCLUDE:

Recognition

- The option of stage naming rights or named activation area within the Festival's footprint
- Inclusion in Festival print and digital materials
- Recognition in the official Festival program and event app
- Social media recognition across Festival channels
- Sponsor recognition on Festival signage and sponsor appreciation displays

Festival Presence

- On-site activation space within the Festival footprint
- Recognition from Festival stages throughout the weekend
- Opportunities to engage directly with attendees, artists, and community leaders
- Employee volunteer opportunities



LEADERSHIP BENEFITS

Eight (8) VIP credentials

–

VIP hospitality access

–

Preferred parking
accommodations

–

Invitations to sponsor
receptions and special
Festival events





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DAYTONA BEACH 2028

HELP US BRING THE NATIONAL FOLK FESTIVAL TO DAYTONA BEACH

Imagine transforming Daytona Beach into a vibrant celebration of music, dance, art, and food. The National Folk Festival is looking for a new home, and we want to bring it to Daytona Beach. When a city becomes the host for the National Folk Festival, it can:

- Draw 100,000+ attendees to this 3-day, FREE event in Downtown Daytona Beach
- Generate an economic impact of \$30 million+
- Renew civic pride and unite our community

PLEDGE YOUR FINANCIAL SUPPORT:

With \$100,000 already committed from Daytona Beach Area Convention & Visitors Bureau (CVB), help us secure the remaining \$400,000 needed for Daytona Beach's bid.

Make a Personal Gift

Scan the QR code or visit

DaytonaBeach.com/sunshine-state-folk-fest to make a tax-deductible contribution and become part of this historic event.



Become a Sponsor or Volunteer

Email FolkFestival@DaytonaBeach.com to learn about sponsorship opportunities, volunteer roles, and ways to engage your organization.

Share Your Support

Write a letter of support to be included in our official submission to the National Folk Festival. Your voice can help demonstrate the passion and commitment of our community.

Spread the Word

Share this initiative with your friends, neighbors, colleagues, and community networks. Every conversation helps build momentum as we work together to bring the National Folk Festival to Daytona Beach in 2028.

DEADLINE FOR SPONSORSHIPS AND PLEDGES IS JULY 31, 2026

