



JULY 10-14, 2024 || OKEMAH, OK

WOODYFEST

SPONSORSHIP PACKET



THE WOODY GUTHRIE COALITION

is an all-volunteer not-for-profit 501(C) 3 organization whose mission is to preserve the music & legacy of Woodrow Wilson Guthrie through live performances & presentations of original compositions by artists that write & perform in the spirit of Woody Guthrie. We are further committed to commemorating his memory through educational workshops, performing arts scholarships & community outreach programs.

THANK YOU

Thank you for considering a partnership with the Woody Guthrie Folk Festival (WoodyFest). As the principal event dedicated to preserving and promoting the spirit of Woody Guthrie, we welcome your participation in this exciting opportunity. WoodyFest is thrilled to once again host artists, songwriters, fans and folk-lovers from around the world for four-days of live performances, spoken word and art presentations, songwriting workshops, book discussions, open mics, children's workshops and community outreach projects in 2024. Please join us as we honor and promote the past, present and future of Woody Guthrie's legacy.

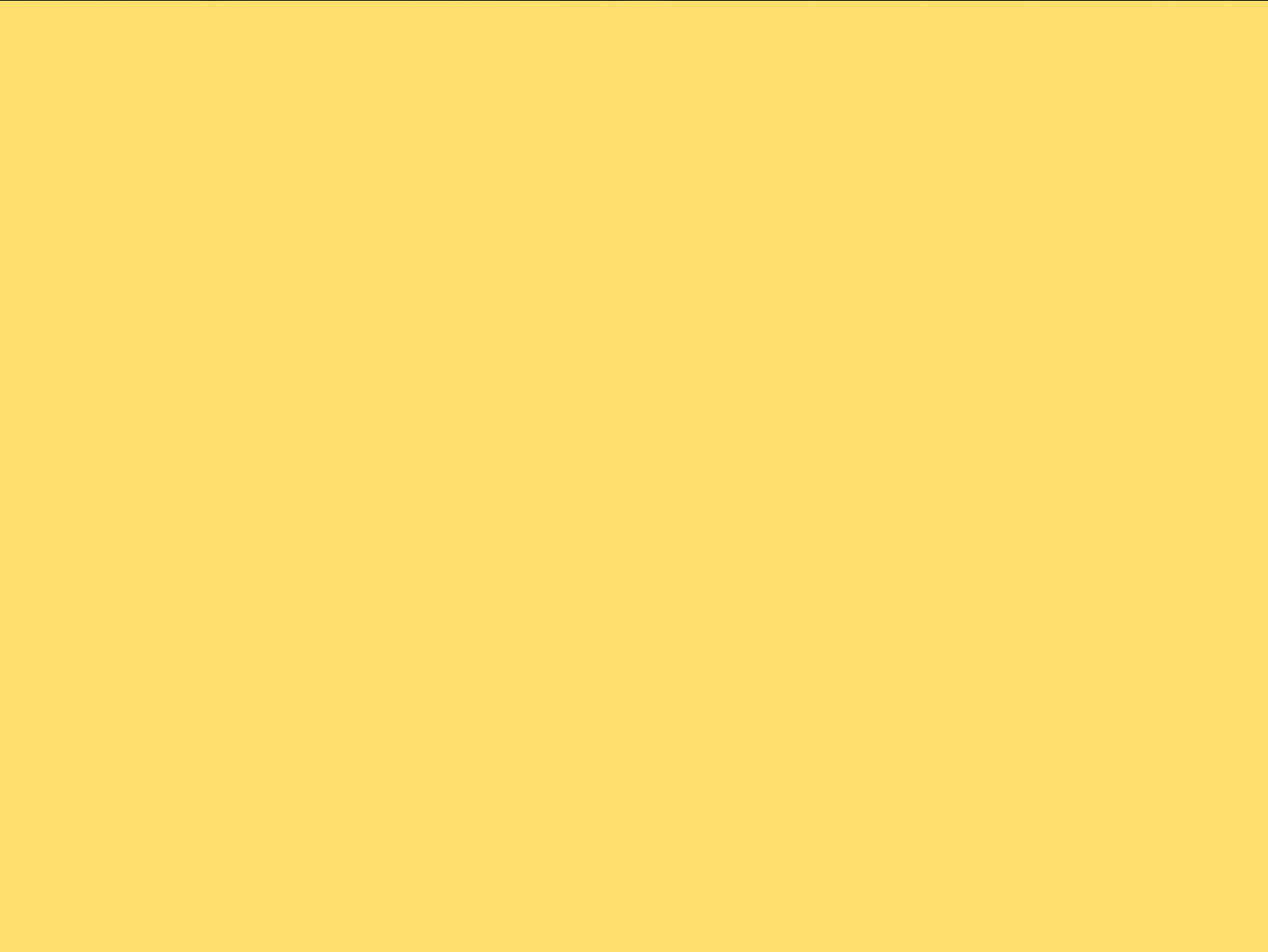
Launched in 1998, WoodyFest will celebrate its 27th year, July 10-14, 2024 in historic Okemah, Oklahoma. WoodyFest's community of supporters spans multiple generations as it plays host to over 100 artists and attracts thousands of visits from around the nation and abroad. From the Pastures of Plenty, where the main stage sits beneath Okemah's iconic water tower, to the Crystal Theatre where Woody Guthrie enjoyed watching performances as a child, Okemah stirs to life during WoodyFest as legendary international acts and a collective family of Oklahoma-based performers gather to honor Woody Guthrie and the tremendous international impact he had in his short life.

We are excited about the possibility of working together and we hope that you are able to join us for WoodyFest 2024. Thank you for consideration of our many partnership opportunities!

Best Regards,

RANDY NORMAN

President, Woody Guthrie Coalition



PARTNERSHIP OPPORTUNITIES

NEW PASTURES OF PLENTY - Presenting Sponsor (\$10,000+)

Build your package! Contact lflowers@woodyfest.com for opportunities and pricing.

Potential benefits could include all benefits to fit your needs plus:

- Presenting sponsor the festival
- Opportunity to place collateral or promotional items at select venue throughout festival
- Opportunity to make stage announcements or introduce select artists throughout festival

THIS LAND IS YOUR LAND SPONSORSHIP - Stage Sponsor (\$7,500+)

Only three stage sponsor slots available!

- Full page ad in festival program, premiere placement
- Six (6) 3-day passes
- Six (6) tickets to Wednesday's benefit show and reception
- Six (6) Festival t-shirts
- Logo for rotation on video screens at outdoor main stage (Pastures of Plenty)
- Logo featured predominantly on WoodyFest Website
- Logo featured predominantly on festival advertisements
- Logo placement on festival signage
- Social media mentions
- Mention in press releases
- Daily stage mentions
- Free admission to fundraising WoodyFest events throughout the year

TAKIN' IT EASY SPONSORSHIP (\$5,001 - \$7,500)

- Full page ad in festival program
- Three (3) 3-day passes
- Three (3) tickets to Wednesday's benefit show and reception
- Three (3) Festival t-shirts
- Logo for rotation on video screens at outdoor main stage (Pastures of Plenty)
- Logo featured predominantly on WoodyFest website & advertising
- Logo placement on festival signage
- Social media mentions
- Mention in press releases
- Daily stage mentions

FREEDOM'S FINE SPONSORSHIP (\$2,501 - \$5,000)

- Half page ad in festival program
- Two (2) 3-day passes
- Two (2) tickets to Wednesday's benefit show and reception
- Two (2) Festival t-shirts
- Logo for rotation on video screens at outdoor main stage (Pastures of Plenty)
- Logo featured on festival advertisements
- Company listing on festival website
- Social media mention

OKLAHOMA HILLS SPONSORSHIP (\$1,001 - \$2500)

- Half page ad in festival program
- Two (2) 3-day passes
- Two (2) Festival t-shirts
- Company listing on festival website
- Company listing on festival advertising
- Company listing on video screens at outdoor main stage (Pastures of Plenty)

DO RE MI SPONSORSHIP (\$501 - \$1000)

- Quarter page ad in festival program
- One (1) 3-day passes
- One (1) Festival t-shirt
- Company listing on festival website
- Company listing on video screens at outdoor main stage (Pastures of Plenty)

PROGRAM ADVERTISING

\$1,000 - Full page (7.5 x 10 inches)

\$500 - Half page (7.5 x 5 inches)

\$350 - Quarter page (3.5 x 5 inches)

\$200 - Business card (3.5 x 2 inches)

Sponsor recognition items including logo and advertisement. Files must be provided to WoodyFest by May 20, 2024.

File format: EPS (Preferred) or Adobe Illustrator (AI or press quality PDF) If you submit an Illustrator file, please convert all type to outlines before submitting the file to prevent font substitution. All ads in our program will be grayscale - no RGB or CMYK.

Please email questions about advertising and files to: **mgregory@woodyfest.com**



PRESENTING SPONSOR

\$10,000 (1 available)

\$10,000 Level Benefits, plus...

- Opportunity to donate swag for artist grab bags
- Opportunity for promo placement in green rooms
- Opportunity to introduce headlining artist
- Full page color ad on back of program
- Recognition as presenting sponsor at all stages
- Opportunity to distribute collateral at festival

HEADLINE SPONSOR

\$7,500 (3 available)

\$7,500 Level Benefits, plus...

- Opportunity to introduce headlining artist
- Opportunity to donate swag for artist grab bags
- Promo product placement in green rooms
- Recognition as headline sponsor pre & post set

VENUE SPONSOR

\$7,500 (3 available)

\$7,500 Level Benefits, plus...

- Opportunity to distribute collateral at venue
- Announcement opportunity about your company
- Signage placement at venue

HOSPITALITY SPONSOR

\$5,000 (3 available)

\$5,000 Level Benefits, plus...

- Branded cards, napkins, coasters in hospitality areas
- Branded signage & posters in hospitality areas
- Promo collateral placement in hospitality areas

LODGING SPONSOR

\$2,500 (5 available)

\$2,500 Level Benefits, plus...

- Opportunity to donate swag for artist grab bags
- Opportunity for promo placement in artist rooms

MULTIMEDIA SPONSOR

\$5,000 (4 available)

\$5,000 Level Benefits, plus...

- Company name & logo on stage signage
- Announcement opportunity about your company
- Opportunity for promo placement in artist rooms

SWAGBAG SPONSOR

\$1,000 (5 available)

\$1,000 Level Benefits, plus...

- Company name & logo on all swagbags
- Your marketing materials in all swagbags



FESTIVAL HAPPENINGS

EDUCATIONAL PANELS

Each year, WoodyFest is proud to present several panel discussions featuring renowned historians, musicians, authors, artists and speakers. These engaging and thoughtful presentations take a closer look at topics woven throughout Woody Guthrie's legacy and highlight the cultural and historic relevancy in connection with the current world and human psyche. Topics have included Collecting Woody, Artifacts & Virtual Reality, Appalachia, Native music, Healing through Songwriting, Songs of Conscious, Sounds of Freedom, and Making Music that Matters, among others. Recent have included David Amram, Deana McCloud, Dr. Benjamin Bates, Tom Breiding, Sterlin Harjo, and Dr. Hugh Foley.

POETRY READINGS

At the root of every song and the backbone of the impressive catalogue of literary works that Woody created during his life, is a collection of words written from the heart. WoodyFest is once again pleased to present a roster of talented poets to share their work throughout this year's event. Each Year, the WoodyFest poets aim to memorialize in poetry the history and culture of working people and perpetuate the ideals, goals of equality for the working class, and themes that Woody Guthrie espoused and promoted in his art.

COMMUNITY OUTREACH

Channeling Woody's signature themes of all-inclusiveness and diversity, our festival aims to provide entertainment that is accessible to all and where all will feel welcomed. Each year, several festival performers gather and visit local retirement communities centers to perform for approximately 130 residents in Okemah. There are plans to expand this effort to include an additional community.

CHILDREN'S FESTIVAL

In the spirit of wonder and discovery, simplicity and charm, Woody Guthrie's emphasis on Children's music gives the impression that he truly understood the mind of a child. Join several songwriters as they invite families and children to participate in lively, interactive music showcases, music lessons, free instruments, and more!

WOODYFEST ROADSHOWS

The Women of WoodyFest (WOW) is part of the Woody Guthrie Folk Festival Concert Series which was established several years ago in order to raise awareness of the musical legacy of Woody Guthrie and to help promote the Festival, as well as to raise funds necessary to produce WoodyFest. Host to several showcases leading up to the Festival, WOW featured talented songwriters Susan Herndon, Kalyn Fay, Lauren Barth, Cassie Latshaw, Erin O'Dowd, Tania Warnock, K.C. Clifford, Melissa Hembree, Lauren Lee, Mary Reynolds, Louise Goldberg, Nancy Apple, Jaimee Harris, Shawna Russell and Monica Taylor.

With more special projects to be announced!



WORDS OF SUPPORT

"The Woody Guthrie Folk Festival is a perfect tribute to the spirit of Woody Guthrie and and beloved hometown of Okemah, and an important cultural event for all of America, setting an example of how to do things right, and celebrate the arts in a joyous way where the community and the artists all join hands to give our young people standards of excellence to aspire to for whatever they do in life." -David Amram

"I can't begin to describe the feeling in my soul when I sit underneath the stars at the Pastures of Plenty stage and listen to my friends pour their hearts out in their music. To honor this great human being at his birthplace, the smell of the hayfield, arm to arm with the best people in the world, the WoodyFest fans and volunteers from all over the world, the vast Oklahoma night sky above is a feeling and a moment like no other." -Mary Reynolds

"WoodyFest has become an annual reunion of musicians who travel, often at their own expense, to share the musical heritage of Woody Guthrie, hosted by the people of Okemah and surrounding communities, whose children, now adults, grew up coming to this festival, and are now determined to keep it going. To me, WoodyFest simply means: the celebration of Woody Guthrie in his hometown will go on, and carry his songs far beyond the Pastures of Plenty." -Joel Rafael

"There is no other artist who has influenced the music world any more than Woody Guthrie. He certainly has my respect and admiration for his contributions." -Wanda Jackson



"All I can say is, there was a LOT of love in this room on Wednesday night. The Woody Guthrie Folk Festival draws some of the most generous, loveliest, singingest, kindest, wonderfulest people EVER. i think that's how Woody would have said it." *-Jonatha Brooke*

"It's a real honor to be a part of this festival in honor of Woody Guthrie. Singer/ Songwriters often joke that they wouldn't have a job if it hadn't been for Bob Dylan. But Dylan wouldn't have had a job if not for Woody. I can't wait to pay my respects." *-Mark Erelli*

"Like many others before me, having experienced it once, it took hold of my soul and I just want to keep returning year after year. There is a sense of spirituality that I cannot easily describe in words about Woodyfest, the people and the wonderful camaraderie created through the performances and shared devotion to Guthrie's legacy." *-Jela Webb, contributing writer for Maverick Magazine (UK)*

"Absolutely. Guys like Woody, Pete Seeger and Josh White all exposed me to the folk tradition early on. In fact, in my house growing up my parents only played classical and folk music, that that sort of exposure definitely made an impact." *-David Crosby when asked if Guthrie was an influence for him*

"Without debate, he (Woody Guthrie) created the job that I do, actually created it, the same way that somebody might create a job of being a cook." *-Todd Snider, WoodyFest 2017*



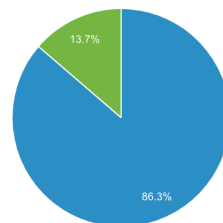
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WEB STATS

55+K New Users, 75+K Sessions

■ New Visitor ■ Returning Visitor



Source: Google Analytics, January 2021 - March 2023

SOCIAL STATS

*AS OF 4/2/24

FACEBOOK

12+K Page Likes*

TWITTER

1K Followers*

INSTAGRAM

2.7+K Followers*

YOUTUBE

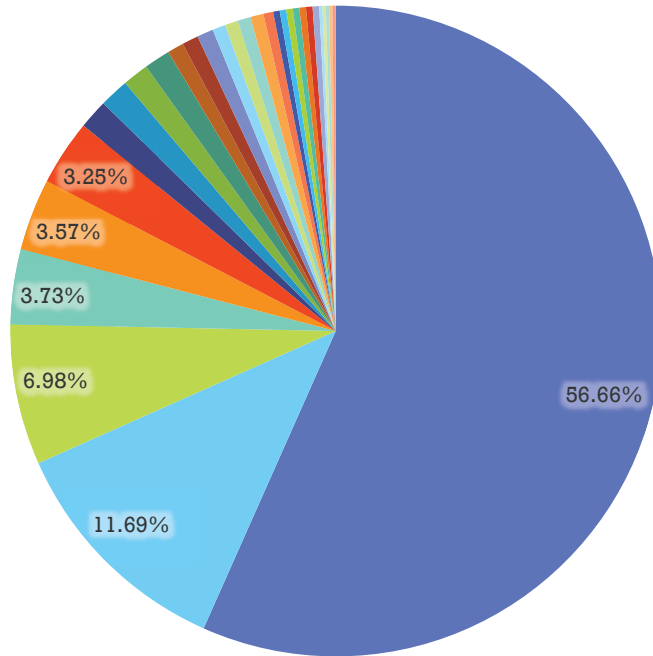
569 Subscribers*

AUDIENCE

In 2023, attendees from around the state & nation purchased tickets.

Row Labels	Sum of Tickets
OK	56.66%
TX	11.69%
MO	6.98%
KS	3.73%
AR	3.57%
CA	3.25%
WI	1.46%
CO	1.46%
AL	1.30%
PA	1.30%
WA	0.81%
AZ	0.81%
MA	0.81%
TN	0.65%
IL	0.65%
NM	0.65%
NV	0.65%
IN	0.49%
IA	0.32%
FL	0.32%
NC	0.32%
MD	0.32%
NJ	0.32%
LA	0.32%
OR	0.32%
-	0.16%
MN	0.16%
KY	0.16%
GA	0.16%
VA	0.16%
Grand Total	100.00%

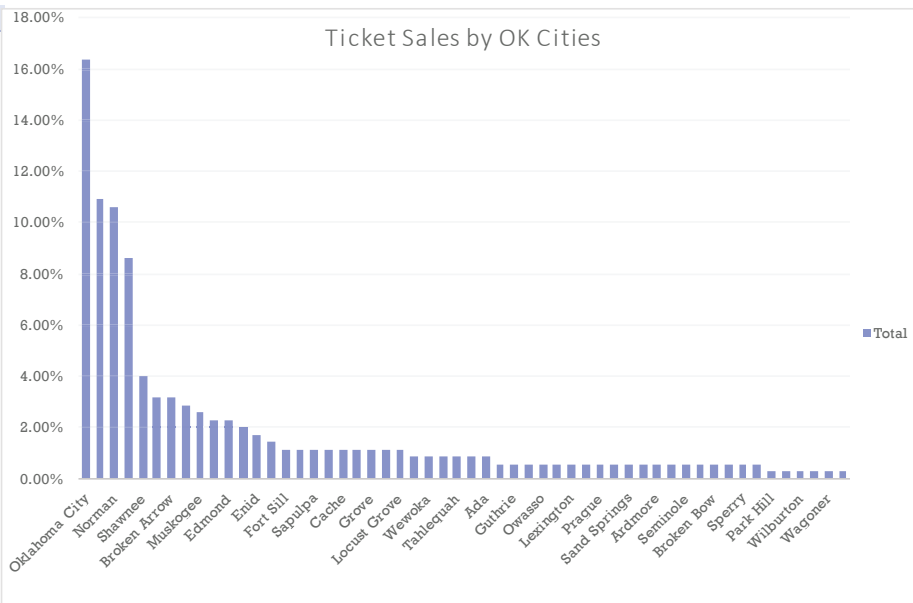
Tickets Sales by State



State OK

Row Labels	Sum of Tickets
Oklahoma City	16.33%
Tulsa	10.89%
Norman	10.60%
Okemah	8.60%
Shawnee	4.01%
Stillwater	3.15%
Broken Arrow	3.15%
Bartlesville	2.87%
Muskogee	2.58%
Henryetta	2.29%
Edmond	2.29%
Yukon	2.01%
Enid	1.72%
Jenks	1.43%
Fort Sill	1.15%
Lindsay	1.15%
Sapulpa	1.15%
Bixby	1.15%
Cache	1.15%
Washington	1.15%
Grove	1.15%
Perkins	1.15%
Locust Grove	1.15%
Vinita	0.86%
Wewoka	0.86%

Ticket Sales by OK Cities



WOODYFEST SPONSORSHIP BENEFITS

JULY 10-14, 2024
OKEMAH, OK



BENEFIT	DO RE MI	OKLAHOMA HILLS	FREEDOM'S FINE	TAKIN' IT EASY	THIS LAND IS YOUR LAND	PASTURES OF PLENTY
SPONSOR LEVEL	\$501 - \$1000	\$1001 - \$2500	\$2501 - 5000	\$5001 - \$7500	\$7501 - \$10,000	\$10,000+ Presenting Sponsor
PROGRAM AD	Quarter page (3.5" x 5")	Half page (7.5" x 5")	Half page (7.5" x 5")	Full page (7.5" x 10")	Full page (7.5" x 10") Premiere Placement	Full page (7.5" x 10") Premiere Placement
FESTIVAL PASS	One (1) three-day pass	Two (2) three-day passes	Two (3) three-day passes	Three (3) three-day passes	Six (6) three-day passes	Six (6) three-day passes
FESTIVAL SHIRT	One (1) festival t-shirt	Two (2) festival t-shirts	Two (2) festival t-shirts	Three (3) festival t-shirts	Six (6) festival t-shirts	Six (6) festival t-shirts
WEBSITE MENTIONS	Name listed on festival website	Name listed on festival website	Name listed on festival website	Logo displayed on festival website	Logo displayed on festival website	Logo displayed on festival website
COMPANY PROMOTION	Company name displayed at outdoor main stage	Company name displayed at outdoor main stage & in festival advertising	Logo display at outdoor main stage & festival advertising	Logo display at outdoor main stage, festival advertising, & on festival banners	Logo display at outdoor main stage, festival advertising, & on festival banners	Logo display at outdoor main stage, festival advertising, & on festival banners
WEDNESDAY NIGHT SHOW			Two (2) tickets	Three (3) tickets	Six (6) tickets	Six (6) tickets
SOCIAL MEDIA MENTIONS			Up to & during the festival	Up to & during the festival	Up to & during the festival	Up to & during the festival
DAILY STAGE MENTIONS				During festival at all stages	During festival at all stages	During festival at all stages
PRESS RELEASE MENTIONS				All festival press releases	All festival press releases	All festival press releases
YEAR-ROUND EVENTS					Free Admission	Free Admission

READY TO COMMIT?

Please fill out the Sponsorship form below. This form will serve as a pledge unless you enclose payment with this form. The Woody Guthrie Coalition is a 501-C(3) Non-Profit Organization and your donation may be tax deductible. Sponsorship payment may be paid by check by May 1, 2023, or you may indicate a date you wish to be invoiced for your sponsorship.

Please mail completed form and check to Woody Guthrie Coalition, P.O. Box 661, Okemah, OK
or email: mhuff@woodyfest.com

Deadline to receive maximum benefits is May 20, 2024

Sponsor Company:

Please detail how company name should be displayed in festival program, website, etc.

Contact Name: _____

Email: _____ Website: _____

Facebook: _____ Instagram: _____ Twitter: _____

Mailing Address: _____

Sponsorship Level: \$ _____

*if donating at \$2500+, please send high resolution logo to mgregory@woodyfest.com

Sponsor Payment:

☐ Check Inclosed (*Payable to Woody Guthrie Coalition*) Please invoice ☐ Credit Card ☐ In-Kind

Card Type: _____ Card Number: _____ Exp. ____/____ CVV _____

☐

***If in-kind support is offered, please describe it, including its value:

How many years have you been a sponsor for WoodyFest? _____

Date to be invoiced (*if applicable*): _____

The Woody Guthrie Folk Festival is a rain or shine event. There are no refunds due to inclement weather.

The Woody Guthrie Folk Festival is a program of the Woody Guthrie Coalition, a 501(c)3 not-for-profit organization (Fed Tax ID# 983q40q). We reserve the right to refuse sponsorships that fail to align with festival values.

Thank you for supporting the Woody Guthrie Folk Festival!

TAKE IT EASY, BUT TAKE IT.
WOODY GUTHRIE

