



JACKSON, MISSISSIPPI

82ND NATIONAL FOLK FESTIVAL

Downtown Jackson
November 7-9, 2025



ABOUT THE NATIONAL FOLK FESTIVAL

Jackson, Mississippi, will host the 82nd-84th National Folk Festivals from 2025-2027. The capital city beat out 42 other cities in a nationwide search, and the event will highlight the state's exemplary legacy of arts and culture alongside the country's finest traditional artists. The second year of the National's residency in 2026 will coincide with the semiquincentennial, and the festival will be the region's signature event for America250.

The National Folk Festival is the nation's premier folk and traditional arts festival. This exuberant traveling festival, produced by the National Council for the Traditional Arts (NCTA) in partnership with communities around the country, moves to a new host city on a three-year cycle, attracting audiences of over 150,000 by the third year of its residency. A large-scale, three-day outdoor event presented FREE to the public, the National celebrates the roots, richness, and variety of American culture. This "movable feast" of traditional arts has been the catalyst in creating successful and sustainable new festivals that deliver lasting social, cultural, and economic benefits in states across the country.

Past National Folk Festival host cities have seen public spaces transformed and new downtown investments with an overall economic impact of well over \$30 million annually. In Lowell, Massachusetts, the festival helped transform an economically depressed former mill town into a desirable, culturally vibrant community. In Bangor, Maine, the festival changed the rubble-strewn riverfront into an activity-filled space that is now a major attraction. Montana's historic Butte mining landscape found new life as an iconic performance venue, reimagining industrial heritage through music. The Richmond Folk Festival turned an ignored historic riverfront into a community space, using music and civic engagement to create major investment by local stakeholders and heal longstanding divisions. Many describe it as "the best thing" Richmond has ever done.

The National Folk Festival is an economic powerhouse that unites communities in renewing civic pride, strengthening community collaborations, spurring investments in local infrastructure, and revitalizing downtowns. There's "something for everyone," from performances featuring the nation's finest traditional musicians and dancers to parades, participatory dance, a crafts marketplace, regional cuisine, a children's activities area, and a vibrant area devoted to showcasing Mississippi's varied cultures.

ABOUT JACKSON

Jackson is the capital of Mississippi and the state's largest city. Known for world-renowned music traditions rooted in the city's longstanding African American history, such as blues, gospel, and soul, Jackson played a central role in the civil rights movement in the 1950s and '60s. Today the city's music scene is as dynamic as it has ever been—from blues and soul to country and hip hop, not to mention one of the country's largest St. Patrick's Day Parades; the Jackson State University Marching Band, the Sonic Boom of the South; and the International Ballet Competition every four years. In recognition of its rich musical legacy, Jackson has adopted the name "the City With Soul," an homage to its southern charm as well as its history, cultural heritage, and legacy of artistic excellence.

WHY SPONSOR?

Sponsorship of the National Folk Festival will demonstrate corporate commitment to community engagement and make possible a transformative event that will generate economic, social, and cultural benefits for Jackson's historic downtown. Burnish your brand by reaching the festival audience, plus millions of potential customers across Mississippi, the Southeast, and the country, as part of the festival's advertising and promotion. Capitalize on the National Folk Festival's remarkable ability to bring our entire community—and our entire state—together.

Various levels of sponsorship are available.

82nd National Folk Festival

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Sponsorship Benefits

Presenting Sponsor – \$200,000

Exclusive Sponsorship



The Presenting Sponsor's name and/or logo will be featured in all artwork and advertising for the National Folk Festival. Presenting Sponsor has first option of naming rights for the Capitol Street Stage, the largest outdoor venue.

Exclusivity

- The festival will be referenced as "The National Folk Festival, presented by [Company Name]"
- First right of refusal for 2026 presenting sponsor

Media

- Identification as Presenting Sponsor in all press releases, newsletters, emails, etc.
- Sponsor logo with audio ID on television and radio spots (# of spots TBD)
- Logo on National Folk Festival website linked to sponsor site
- Company name/sponsor recognition on all social media channels at least three times
- Sponsor logo on pre-festival brochures and rack cards
- Full-page ad in festival program guide
- Company name/logo featured prominently in the event pocket guide

On-Site

- Company name/logo will receive top billing on signage throughout festival site (# TBD)
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Promotional area at festival (10' x 10')
- Private hospitality area for entertaining clients, employees, and guests
- Company representative may have on-stage presence
- Sponsor will be recognized as Presenting Sponsor in all stage announcements (# TBD)

Miscellaneous

- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

**Three-year commitments will be afforded special consideration*



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Sponsorship Benefits

Capitol Street Stage Sponsor – \$150,000

Exclusive Sponsorship

The Capitol Street Stage will be the largest venue at the National Folk Festival, with the Old State Capitol as the backdrop. An outdoor venue, this stage typically attracts the largest audiences at the festival.

Stage Exclusivity

- Stage naming rights, and first right of refusal for 2026 festival stage naming rights

Media

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Company name/sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide

On-Site

- Company name/logo featured on stage signage (together with media partners)
- Logo recognition on sponsor “Thank You” boards (# TBD)
- Promotional area at festival (10' x 10')
- Company representative may have on-stage presence; sponsor will be recognized in all announcements from the stage

Miscellaneous

- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

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Sponsorship Benefits

Dance Pavilion Sponsor – \$150,000

Exclusive Sponsorship



One of the most popular attractions of the festival, this large, tented stage, with a dance floor and seating area, inspires attendees to dance non-stop throughout the festival, rain or shine.

Stage Exclusivity

- Stage naming rights, and first right of refusal for 2026 festival stage naming rights

Media

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Company name/sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide

On-Site

- Company name/logo featured on stage signage (together with media partners)
- Logo recognition on sponsor “Thank You” boards (# TBD)
- Promotional area at festival (10’ x 10’)
- Company representative may have on-stage presence; sponsor will be recognized in all announcements from the stage

Miscellaneous

- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
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Sponsorship Benefits

Signature Stage Sponsor – \$100,000

Two Sponsorships Available - **BOTH SOLD**

These signature stages are the centerpiece and heart of the National Folk Festival. They attract large audiences throughout the festival weekend, and offer a wide variety of music and dance performances, and cross-cultural talk/demonstration sessions.

Stage Exclusivity

- Stage naming rights to one of the available stages, and first right of refusal for 2026 festival stage naming rights

Media

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Company name/sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide

On-Site

- Company name/logo featured on one signature stage (together with media partners)
- Logo recognition on sponsor “Thank You” boards (# TBD)
- Promotional area at festival (10' x 10')
- Company representative may have on-stage presence; sponsor will be recognized in all announcements from the stage

Miscellaneous

- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

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Sponsorship Benefits

Mississippi Folklife Area & Stage Sponsor – \$100,000

Exclusive Sponsorship

The Mississippi Folklife Area & Stage will showcase the state's world-renowned music, dance, craft, foodways and more, with a new theme each year. It will be curated by the Mississippi Arts Commission.

Area Exclusivity

- Area naming rights, and first right of refusal for 2026 festival area naming rights

Media

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Company name/sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide

On-Site

- Company name/logo featured on area and stage signage (together with media partners)
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Promotional area at festival (10' x 10')
- Company representative may have on-stage presence; sponsor will be recognized in all announcements from the stage

Miscellaneous

- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

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Sponsorship Benefits

Family Activities Area and Stage Sponsorship – \$75,000

Exclusive Sponsorship

The Family Activities Area and Stage offers storytelling, workshops, parades, interactive music, games, hands-on crafts, make-and-take activities, and other creative learning opportunities. Performances include puppetry, music, dance, and other activities designed to be fun for kids and adults.

Area Exclusivity

- Area naming rights, and first right of refusal for 2026 festival area naming rights

Media

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Company name/sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide

On-Site

- Company name/logo featured on area and stage signage (together with media partners)
- Logo recognition on sponsor “Thank You” boards (# TBD)
- Promotional area at festival (10' x 10')
- Company representative may have on-stage presence; sponsor will be recognized in all announcements from the stage

Miscellaneous

- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

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Sponsorship Benefits



Mississippi Broadcast Sponsor – \$50,000

*Exclusive Sponsorship - **SOLD***

The Mississippi Broadcast Sponsor will be prominently recognized from the stages and on air as part of the live feed to participating NPR affiliates carrying National Folk Festival programming.

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Promotional area at festival (10' x 10')
- Company representative may have on-stage presence at performances that are being broadcast live to NPR affiliates; sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

Park 'N Ride Sponsor – \$25,000

*Exclusive Sponsorship - **SOLD***

The Park 'N Ride allows festival attendees greater flexibility in getting to the festival. Attendees can park at a satellite parking lot and catch a shuttle to downtown Jackson where they can enjoy the festival all day, without the stress of finding parking downtown.

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Promotional area at Festival (10' x 10')
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

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Festival Marketplace Sponsor – \$25,000

*Exclusive Sponsorship - **SOLD***

The festival marketplace is a popular festival area offering attendees the opportunity to purchase handcrafted items made in Mississippi, featuring juried work of our states finest artists and craftspeople. The marketplace creates a festival shopping experience that is unique to the National Folk Festival in Jackson.

- Area naming rights, and first right of refusal for 2026 festival marketplace
- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Company name/logo featured on area signage
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

Food Court Sponsor – \$25,000

*Three or Four Sponsorships Available - **TWO SOLD***

Each major performance stage is paired with a nearby food and beverage court, featuring a variety of regional and culturally diverse foods.

- Area naming rights, and first right of refusal for one 2026 food court
- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Company name/logo featured on area signage
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
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Artist-in-Schools and Outreach Sponsor – \$25,000

*Exclusive Sponsorship - **SOLD***

Sponsor performances in area schools by National Folk Festival performers immediately preceding the festival. These programs not only expose children to performances by excellent artists; they also provide them with opportunities to learn about new cultures, communities, and artistic traditions, expanding their horizons with multicultural learning experiences.

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Promotional area at festival (10' x 10')
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

Beer Garden Sponsor – \$25,000

*Exclusive Sponsorship - **SOLD***

Sponsor the National Folk Festival's beer garden, where attendees can relax and enjoy Mississippi craft beer with friends and family.

- Area naming rights, and first right of refusal for 2026 beer garden
- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Company name/logo featured on area signage
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

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Hospitality Sponsor – \$20,000

Multiple sponsorships available

Special sponsorship available for tourism agencies. Hospitality Sponsors will get a promotional booth on Tourism Row to promote their city's restaurants, shopping areas, and attractions, and be a tourism driver to the region and state.

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Hospitality Sponsors highlighted on "Plan Your Visit" page on festival website
- Company name/sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Promotional area at festival (10' x 10') on Tourism Row
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

VIP Tent Sponsor – \$10,000

*Exclusive Sponsorship - **SOLD***

This sponsorship provides exclusive naming rights to the tented areas providing shade and comfort for festival VIPs.

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Company name/sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Company name/logo featured on VIP tents (# TBD)
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

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Golf Cart Sponsorship – \$10,000

Two Sponsorships Available - **ONE SOLD**

Sponsor the golf carts that transport artists and crew where they need to be across the festival site. The sponsor's name/logo will be displayed on all golf carts.

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Company name/sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

Information Booth Sponsorship – \$5,000

Exclusive Sponsorship - **SOLD**

Sponsor the information booths located throughout the festival site that assist attendees by providing schedules, maps, and answers to questions.

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Company name/sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Company name/logo featured on information booths (# TBD)
- Logo recognition on sponsor "Thank You" boards (# TBD)
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
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After-Party Sponsor – \$5,000

Two Sponsorships Available

Sponsor the Saturday night after party that is exclusive to artists, crew, volunteers, and sponsors. Special collaborations and magical performances happen here until late.

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Company name/sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Company name/logo displayed throughout party venue
- Logo recognition on sponsor “Thank You” boards (# TBD)
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

Volunteer Sponsorship – \$5,000

*Four Sponsorships Available - **ONE SOLD***

The National Folk Festival is a community lift. Sponsor and support the nearly 1,000 volunteers that keep the festival running.

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Company name/sponsor recognition on all social media channels at least three times
- Ad in festival program guide (size TBD)
- Sponsor name/logo in event pocket guide
- Company name/logo displayed throughout party venue
- Logo recognition on sponsor “Thank You” boards (# TBD)
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)
- Employee volunteer opportunities
- Right to use National Folk Festival trademarks through December 2025

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Sponsorship Benefits



Fuel the Beat of the National Folk Festival

Your donations help ensure the success of the festival, now and for future years.

Participating Sponsor – \$20,000

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Sponsor recognition on all social media channels at least three times
- Sponsor name/logo in event pocket guide
- Sponsor name/logo on sponsor "Thank You" boards (# TBD)
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)

Contributing Sponsor – \$10,000

- Company name/logo included in advertising, including brochures, news releases, newsletters, email, etc.
- Logo on National Folk Festival website linked to sponsor site
- Sponsor recognition on all social media channels at least three times
- Sponsor name/logo in event pocket guide
- Sponsor name/logo on sponsor "Thank You" boards (# TBD)
- Sponsor will be recognized in stage announcements
- Complimentary passes for VIP reception and parking (# TBD)

Festival Family – \$2,000-\$5,000

- Name/Company on National Folk Festival website
- Name/Company on sponsor "Thank You" boards (# TBD)
- Name/Company in event program guide
- Two complimentary parking passes to the 82nd National Folk Festival

Friend of the Festival – \$250-\$1,999

- Name/Company on National Folk Festival website
- Name/Company on sponsor "Thank You" boards (# TBD)
- Name/Company in event program guide

82nd National Folk Festival Sponsorship Application

November 7-9, 2025



Business Name: _____

Mailing Address: _____

Contact Name: _____

Contact Phone/Email: _____

Authorized Signature: _____

My Company/Organization would like to sponsor the following:
(Three-year commitments will be afforded special consideration)

- | | |
|--|--|
| <input type="checkbox"/> Presenting Sponsor - \$200,000 | <input type="checkbox"/> Beer Garden Sponsor - \$25,000 - SOLD |
| <input type="checkbox"/> Main Stage Sponsor - \$150,000 | <input type="checkbox"/> Hospitality Sponsor - \$20,000 |
| <input type="checkbox"/> Dance Pavilion Sponsor - \$150,000 | <input type="checkbox"/> VIP Tent Sponsor - \$10,000 - SOLD |
| <input type="checkbox"/> Signature Stage Sponsor - \$100,000 - BOTH SOLD | <input type="checkbox"/> Golf Cart Sponsor - \$10,000 - ONE SOLD |
| <input type="checkbox"/> Mississippi Folklife Area & Stage Sponsor - \$100,000 | <input type="checkbox"/> Information Booth Sponsor - \$5,000 - SOLD |
| <input type="checkbox"/> Family Activities Area & Stage Sponsor - \$75,000 | <input type="checkbox"/> After Party Sponsor - \$5,000 |
| <input type="checkbox"/> Mississippi Broadcast Sponsor - \$50,000 - SOLD | <input type="checkbox"/> Volunteer Sponsor - \$5,000 - ONE SOLD |
| <input type="checkbox"/> Festival Marketplace Sponsor - \$25,000 - SOLD | <input type="checkbox"/> Participating Sponsor - \$20,000 |
| <input type="checkbox"/> Food Court Sponsor - \$25,000 - TWO SOLD | <input type="checkbox"/> Contributing Sponsor - \$10,000 |
| <input type="checkbox"/> Artist-in-Schools & Outreach Sponsor - \$25,000 - SOLD | <input type="checkbox"/> Festival Family - \$2,000-\$5,000 |
| <input type="checkbox"/> Park 'N Ride Sponsor - \$25,000 - SOLD | <input type="checkbox"/> Friend of the Festival - \$250-\$1,999 |

Email completed form and high resolution logo to Thabi Moyo at TMoyo@NationalFolkFestival.com
Please contact Thabi Moyo for more information on these sponsorship opportunities.



Scan the QR code to go to the Community Foundation for Mississippi's website to make your sponsor payment. Or mail a check to:

Community Foundation for Mississippi
119 South President Street, 1st Floor
Jackson, MS 39201

Please include "National Folk Festival - Mississippi" in the memo line.

All donations to the National Folk Festival go to the National Folk Festival - Mississippi Fund at the Community Foundation for Mississippi. The Community Foundation for Mississippi is a 501(c)3 nonprofit organization registered in the State of Mississippi.

The National Folk Festival is produced by the NCTA and the City of Jackson, in partnership with Visit Jackson, Downtown Jackson Partners, Greater Jackson Chamber Partnership, the Community Foundation for Mississippi, Mississippi Arts Commission, Mississippi Humanities, and Visit Mississippi.

Thank you for supporting the National Folk Festival in Jackson, Mississippi.