

Sponsorship Inclusions

The International Folk Art Market provides endless possibilities to meet your needs, whether your goals are brand recognition, product sampling, community engagement, corporate giving, or social impact. The following pages detail “off the shelf” packages, while custom sponsorships are available to create the perfect fit for your company, objectives and budget. Sponsorship packages range in price from \$500 for participation in our Dining Partners program, up to \$100,000 for the Presenting level. Cash and in-kind arrangements are available, and we’ll even welcome volunteer groups as part of sponsorship packages.

Sponsorship Level	\$80,000+	\$50,000-79,999	\$30,000-49,999	\$20,000-29,999	\$10,000-19,999	\$5,000-9,999	\$2,500-4,999	\$1,000-2,499	\$500-999
WEBSITE									
IFAM Website Footer	Linked Logo	Linked Logo	Linked Logo						
Schedule of Events Page				Linked Logo	Linked Logo				
Supporter Page	Linked Logo	Linked Logo	Linked Logo	Linked Logo	Linked Logo	Linked Logo	Linked Text	Linked Text	Linked Text
IFAM Visitor Guide	Full Page Image	Full Page Image	½-Page Image	½-Page Image	½-Page Image	¼ Page Image			
E-COMMUNICATIONS									
IFAM Weekender Weekly E-News									
Sponsor Spotlight	Yes	Yes	Yes	Yes					
Linked Logo	52x	26x	12x	6x	3x	3x	1x		
Social Media Posts	Intro Post	Intro Post	Intro Post	Intro Post					
PRINT AND DIGITAL MATERIALS									
Market Magazine	Logo	Logo	Logo	Logo	Logo	Logo	Text	Text	Text
Select Print and Digital Advertising	Logo	Logo	Logo	Logo					
Spring Rack Card	Logo	Logo	Logo	Logo					
Poster	Logo	Logo	Logo	Logo					
Outdoor Billboard	Logo	Logo	Logo						

Sponsorship Inclusions (Cont'd.)

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EXHIBIT SPACE (LIMITED QTY)									
On-Site Presence at Entrance	Yes	Yes							
10x10' Space at Laboratory of Anthropology Entrance			Yes	Yes					
10'x10' Space at Bus Mall					Yes				
ON-SITE SIGNAGE									
On-Site Sponsor Recognition	Logo	Logo	Logo	Logo	Logo	Logo	Text	Text	Text
Light Pole Banners	Logo	Logo	Logo						
Feather Flag at Entrance	1	1	1	1					
Banners on Pedestrian Rail at Entrance	1	1	1	1					
Stage	Logo	Logo							
Food Bazaar - Large Banner	Logo	Logo	Logo	Logo	Logo				
Food Bazaar - Small Banner						Logo	Logo		
ADMISSION									
All Access and Friday Early Entrance	6	4	4	2	2	2			
Friday Night Opening Party	8	6	4	4	2		2		
Saturday Early Bird Market	8	6	4	4	4			4	
Saturday Market	8	6	4	4	4	2	2	2	4
Sunday Market	8	6	4	4	4	2	2	2	2
PARKING									
Premier Parking Pass	4	2	2	1					
General Parking Pass		2		1	1				