

Old Songs Festival

music with roots

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 Voorheesville, NY 12186
 Phone: (518) 765-2815
 Fax: (518) 765-4248
 E-mail: oldsongs@oldsongs.org
 Web: www.oldsongs.org

Dear Friend,

The **Old Songs Festival**, now in its 31st year, is one of the Northeast's acclaimed festivals of folk, Celtic and world music and dance. The festival will be held at the Altamont Fairgrounds, Altamont, NY on June 24, 25 and 26, 2011. More than 3,000 people attend the festival every year, two-thirds of them from the Capital District and New York State.

By becoming an **Old Songs Festival Sponsor** you can help to support us in creating greater awareness, appreciation and enjoyment of traditional music and dance in our community. Our levels of sponsorship are included. However, we would be happy to tailor a package to suit your needs. Sponsorship dollars are used to help defray the operating expenses of the Old Songs Festival.

Andy Spence
 Festival Artistic Director

BRINGING PEOPLE TOGETHER

100 performers from different backgrounds
 450 community volunteers
 Family-friendly activities
 (children 12 & under are free)
 Support of local business economy
 35 juried artisans
 Instrument vendors, Food vendors

PROGRAM FORMAT

3 Main Stage concerts
 120 concurrent daytime music sessions and performances
 Instruction in acoustic instruments
 In-depth classes
 Participatory singing, dancing, jam sessions

HISTORY

Begun in 1981 at Tawasentha Park in Guilderland, Albany County, the Old Songs Festival has grown to become a substantial cultural asset to the Capital District community. Performers and attendees alike love the Old Songs Festival for its relaxed and friendly atmosphere and for its spirit of musical camaraderie.

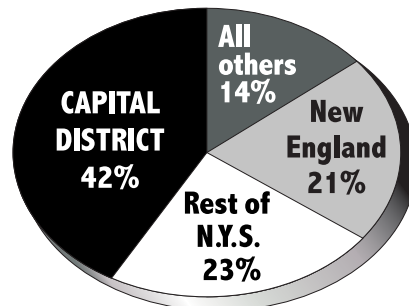
THE FESTIVAL BUDGET

80% Admissions and event sales
 15% Sponsorship and fundraising
 5% Grants

SPECIAL NEEDS

Handicapped accessible
 FM broadcast on grounds
 Signing interpreter
 (concerts and selected sessions)
 Large print program; Braille program

WHO ATTENDS



AGE OF ATTENDEES

age 24 & under: 20% | ages 45-64: 50%
 age 25-44: 10% | age 65 and up: 20%



Phone: 518-765-2815 Fax: 518-765-4248
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A not-for-profit 501(c)3 corporation
 Old Songs Board of Directors: Debra Burger, Chris Colarusso, Stephen Fry,
 Nancy Holroyd, Jack Long, John Ozard, MaryAnn Morrison, John Roberts,
 George Robinson, David Toledano, Philip Teumim, George Ward.



Old Songs programs are made possible, in part, by public funds from the New York State Council on the Arts, a State Agency.

31st annual Old Songs Festival • June 24, 25 & 26

2011 Old Songs Festival

Sponsorship Levels

Cash or In-Kind Support

Sponsor - \$1,000

- Name or logo on sponsor page of the Festival Program Book
- Full page ad in Festival Program Book
or 4 all-festival tickets to the 2011 Old Songs Festival
- Logo in the Festival Program Book
- Logo and link on the Old Songs website
(164,000 hits per month; 22,800 visits per month)
- Public 'Thank You' from the Main Stage during the festival
- Signage at the Main Stage
- Reserved seating

Platinum - \$500 +

- Name or logo on sponsor page of the Festival Program Book
- 1/2 page ad (7 3/4" x 5") in Festival Program Book
or 2 all-festival tickets to the 2011 Old Songs Festival
- Logo in the Festival Program Book
- Public 'Thank You' from the Main Stage during the festival
- Signage on the Festival grounds

Gold - \$400

- Name on sponsor page of the Festival Program Book
- 1/4th page ad (3 3/4" x 5") in Festival Program Book
or 2 concert tickets to the 2011 Old Songs Festival
- Public 'Thank You' from the Main Stage during the festival

Silver - \$300

- Name on sponsor page of the Festival Program Book
- 1/8th page ad (3 3/4" x 2 3/8") in Festival Program Book
or 1 concert ticket to the 2011 Old Songs Festival
- Public 'Thank You' from the Main Stage during the festival

Bronze - \$200

- Name on sponsor page of the Festival Program Book
- Business card ad (3.5" x 2") in Festival Program Book
or 1 concert ticket to the 2011 Old Songs Festival
- Public 'Thank You' from the Main Stage during the festival

Friend - \$100

- Name on sponsor page of the Festival Program Book

Deadline for sponsorship: May 1, 2011.

Check payable to Old Songs, Inc.
PO Box 466, Voorheesville, NY 12186

You can view the **financial sheet** of Old Songs, Inc. at www.oldsongs.org/contribute.html, where there is also information on making a secure online donation.



2011 PERFORMERS pictured above

L to R from top left: Babik - gypsy jazz, Guy Mendilow - multi-cultural music, Libana - global music, Freight Hoppers - old-time music, The Outside Track - Celtic band, The Press Gang - trad. Irish trio, foreground: Acoustic Eidolon - new acoustic duo

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