



OLD SONGS FESTIVAL

of Traditional Music & Dance

37 S Main St., PO Box 466, Voorheesville, NY 12186 • (518)765-2815 • Fax: (518) 765-4248 • E-mail: oldsongs@oldsongs.org • www.oldsongs.org

Dear Friend,

The **Old Songs Festival of Traditional Music and Dance**, now in its 29th 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 26, 27 and 28, 2009. More than 4,000 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 simultaneous daytime music sessions and performances
- Instruction in acoustic instruments
- In-depth classes
- Participatory singing, dancing, jam sessions

THE FESTIVAL BUDGET

- 77% Admissions and event sales
- 14% Sponsorship and fundraising
- 9% Grants

SPECIAL NEEDS

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

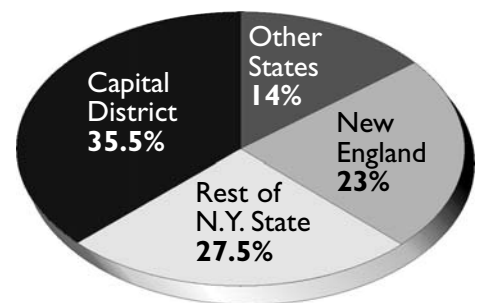
AWARDS

- 2001 award from the Albany County Convention and Tourism Bureau: *Travel Industry Excellence for 25 years.*
- 2005 Guilderland Chamber of Commerce *Award of Merit*

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.

WHO ATTENDS



STATISTICS

Age of attendees	%
under 16	8.5
16-24	7
25-34	4.5
35-44	6
45-54	24
55-64	33
65+	17

The Old Songs audience is primarily made up of educated adults, young people and parents with children, providing a healthy family event.

Phone: 518-765-2815 Fax: 518-765-4248
E-mail: oldsongs@oldsongs.org
Web: www.oldsongs.org

A not-for-profit 501(c)3 corporation
Old Songs Board of Directors: Debra Burger, Chris Colarusso, Nancy Holroyd, Howard Jack, Jack Long, John Ozard, MaryAnn Morrison, Kay "Andy" Spence, John Roberts, George Robinson, Michael Slik, 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.

Old Songs Festival of Traditional Music & Dance • June 26, 27 & 28

2009 Old Songs Festival Sponsorship Levels Cash or In-Kind Support

Sponsor - \$1,000

- Name on sponsor page of the Festival Program Book
- Full page ad in Festival Program Book
- Logo in the Festival Program Book
- Logo and link on the Old Songs website (178,000 hits per month; 12,600 visits per month)
- Public 'Thank You' from the Main Stage during the festival
- 2 all-festival tickets to the 2009 Old Songs Festival
- Signage at the Main Stage
- Reserved seating

Platinum - \$500 +

- Name on sponsor page of the Festival Program Book
- 1/2 page ad (7 3/4 x 5) in Festival Program Book
- Logo in the Festival Program Book
- Public 'Thank You' from the Main Stage during the festival
- 2 all-festival tickets to the 2009 Old Songs 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
- Public 'Thank You' from the Main Stage during the festival
- 2 concert tickets to the 2009 Old Songs 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
- Public 'Thank You' from the Main Stage during the festival
- 1 concert ticket to the 2009 Old Songs Festival

Bronze - \$200

- Name on sponsor page of the Festival Program Book
- Business card ad (3.5 x 2) in Festival Program Book
- Public 'Thank You' from the Main Stage during the festival
- 1 concert ticket to the 2009 Old Songs Festival

Friend - \$100

- Name on sponsor page of the Festival Program Book

Deadline for sponsorship: March 2009.

Check payable to Old Songs, Inc.

PO Box 466, Voorheesville, NY 12186



L to R from top: Bill Harley, Peggy Seeger, Josh White, Jr., Christine Lavin, Galitcha, Réveillons!, Nanne & Ankie and the Hudson Crew.

2009 Festival Performers include

Bill Harley - Grammy-winning family singer/storyteller

Peggy Seeger - legendary folk singer

Josh White, Jr. - folk/blues veteran

Christine Lavin - wonderfully skewed original songs

Galitcha - music of India

Réveillons! - traditional music & dance of Quebec

Lea Gilmore - goddess of blues, soul & Gospel

Nanne & Ankie and the Hudson Crew

- from the Netherlands, Henry Hudson song-cycle

Vanaver Caravan - folk dance & music ensemble

Bua - Chicago's Irish super-group

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.



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