

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 30th 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 25, 26 and 27, 2010. 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

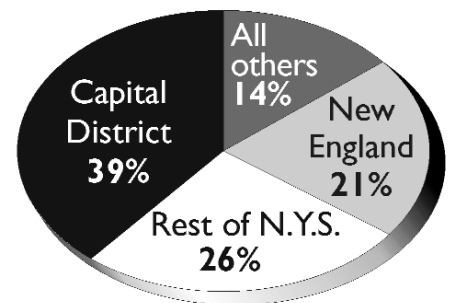
SPECIAL NEEDS

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

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



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*

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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, 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.

2010 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 2010 Old Songs Festival
- 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
- 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 3 all-festival tickets to the 2010 Old Songs Festival
- 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 2010 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 2010 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 2010 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: March 30, 2010.

Check payable to Old Songs, Inc.

PO Box 466, Voorheesville, NY 12186



L to R from top: Tim Eriksen, Kim & Reggie Harris, James Keelaghan, Moscow Nights, Paul McKenna Band, Gadelle, Matt & Shannon Heaton.

2010 Festival Performers include

Paul McKenna Band - Celtic quintet from Scotland

Matt & Shannon Heaton - Irish duo from Boston

Moscow Nights Trio - trad. music of Russia

Babik - fiery gypsy jazz from western NY

Gadelle - fiddle music of Prince Edward Island

James Keelaghan - Canadian singer/songwriter

Tim Eriksen - northern roots music

The Tennessee Mafia Jug Band

- rib-tickling old-time tunes and novelty songs

Joe & Jesse Bruchac - Abenaki tales, songs & lore

Madcat & Cane - wailing blues harmonica & guitar

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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