

SMITHSONIAN
FOLKLIFE
FESTIVAL

50
years



Perú: Pachamama, 2015. Photo by Josh Weillepp, Ralph Rinzler Folklife Archives

CELEBRATING 50 YEARS OF THE SMITHSONIAN FOLKLIFE FESTIVAL

June 29-July 4 and July 6-9, 2017
The National Mall

Born of upheaval of the 1960s, the Smithsonian Folklife Festival brings diverse musicians, craftspeople, and artisans together on the National Mall of the United States to share their perspectives on the cultural life of our country and our world. It has become an irreplaceable national treasure, a cultural dialogue where people speak for themselves and tell the world who they are. It serves as an inspiration for other celebrations around the world and a beacon of participation in museums and civic life. Over the years, millions of people have traveled to Washington, D.C., to experience live performances, ritual, collaboration, hands-on demonstrations, and direct conversation with artists. Together they explore the unforgettable stories of the people who bring the Festival to life.

In 2017, our 50th anniversary will celebrate this remarkable history while looking toward the future. We will continue to tell stories that matter as we explore critical questions in the cultural life of our democracy: how and when do we come together at a time when so much history and so many issues pull us apart? What happens to our communities and ourselves when we express what matters most? Join us as we celebrate our legacy and the inclusive democratic principles that will carry the Festival forward for another 50 years.

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2015 NEA National Heritage Fellow and Circus Arts Conservatory co-founder Dolly Jacobs. Photo by Richard Czina

CIRCUS ARTS

Since George Washington attended John Bill Ricketts' circus in 1793, circus arts have intrigued generations throughout the United States. Now with new grassroots initiatives and innovations, the country is seeing a revival of interest and creativity in circus arts.

The *Circus Arts* program will bring the rich history, mystique, and diversity of the circus to life. Visitors will go behind the scenes to learn from generations of American circus families and contemporary visionaries who are keeping the circus arts alive and engaging.

We will host performances, demonstrations, and workshops under a big top tent and the artists, coaches, costume designers, makeup artists, musicians, lighting and sound technicians, riggers, poster artists, wagon builders, and cooks who collectively create the circus. The program will provide an experiential exploration of the life and work of circus people in America today.

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2016 NEA National Heritage Fellow and Irish button accordionist Billy McComiskey. Photo by Tom Pich

AMERICAN FOLK: CELEBRATING THE NEA NATIONAL HERITAGE FELLOWS

The *American Folk* program will showcase the rich array of traditional artists from across the country who have received the National Endowment for the Arts National Heritage Fellowship, the nation's highest award for excellence in the folk and traditional arts.

Honorees include African American quilters, Appalachian ballad singers, Native American basket makers, Cambodian American dancers, Tejano musicians, and much more. These exemplary artists will share their music, dance, crafts, and stories with each other and the public through performances, demonstrations, and workshops.

As masters, teachers, innovators, and advocates, these artists have made significant contributions to the living cultural heritage of their communities. Together they represent the great diversity of cultures and creative traditions that tell the story of the American experience.

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Kenya: Mambo Paa, 2014. Photo by Walter Larrimore, Ralph Rinzler Folklife Archives

50 YEARS | 50 OBJECTS: STORIED OBJECTS FROM THE SMITHSONIAN FOLKLIFE FESTIVAL

This immersive online exhibition will highlight fifty remarkable pieces in our unofficial material culture collection, ranging from Southern pottery and Southwestern weaving to Scottish silverwork and Tibetan *thangka* painting gifted to our office by Folklife Festival participants. By focusing on the vibrant stories of how the artists learned their craft, how their practices have evolved, and what motivates them to carry on, this exhibition will extend the experience of the Festival.

Compelling “object portraits” will draw visitors into a visually rich virtual gallery, connecting to the wealth of related materials held in the Ralph Rinzler Folklife Archives and Collections. Visitors will learn about the objects, better understand what fuels and sustains their makers, and appreciate some of the through-lines of the Festival’s work in cultural sustainability, innovation, and renewal.

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Perú: Pachamama, 2015. Photo by Josh Weillepp, Ralph Rinzler Folklife Archives

YOUR INVOLVEMENT

We seek partners to present *Circus Arts*, *American Folk*, and *50 Years|50 Objects* on the National Mall and online. Your sponsorship will help share these remarkable stories with the public, honor the diverse musicians and artisans featured at the Festival, and tell the story of the diversity and creativity of America.

Donations are tax-deductible within limits allowed by law. In-kind contributions are also considered.

General Provisions

- Increased sponsor brand awareness in Washington, D.C., and to global audiences, with exposure to 4.4 million people on site and online
- Association with the Smithsonian and the National Mall
- Limited 50th anniversary lapel pin
- Ability to promote Festival and sponsor involvement two months before and three months after the event (subject to approval by Smithsonian)
- Recognition in Smithsonian Annual Report according to level of contribution, (subject to approval by Smithsonian)
- Media placement possible

To become a sponsor or for more information, please contact [Cynthia Jacobs Carter](mailto:Cynthia.Jacobs.Carter@si.edu), Chief Development Officer, at CarterCJ@si.edu.

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China: Tradition and the Art of Living, 2014. Photo by Josué Castilleja

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SUPPORTER

\$5,000+

Recognition

- Name on sponsor page of Festival Guide (30,000 distributed)
- Name on private Opening Reception signage

Media

- Name on Festival website's sponsor page

VIP Events

- Opening Reception with special host for six guests
- Opening Ceremony with six guests

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Perú: Pachamama, 2015. Photo by Francisco Guerra, Ralph Rinzler Folklife Archives

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Recognition

BRONZE SPONSOR

\$25,000+

All of the previous benefits plus the following

- Name on general Festival and program signs
- Inclusion on strategically placed Festival signs
- Announcement at Opening Reception
- Announcement at Opening Ceremony
- Announcement from Festival venues (~300 times)

Media

VIP Events

- Name on Center for Folklife and Cultural Heritage website's sponsor page
- Opening Reception with special host for ten guests
- Opening Ceremony with ten guests
- Private tour of the Festival by senior staff

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Lummi Indians, 1968. Ralph Rinzler Folklife Archives

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SILVER SPONSOR

\$100,000+

All of the previous benefits plus the following

Recognition

- Prominent announcement from Festival venues (~400 times)
- Prominent announcement during Opening Reception by Folklife director
- Inclusion in major gift section of Donor Wall in Folklife office

Media

- Name in Smithsonian press releases about the Festival sent to media representatives worldwide
- Name on Festival website's program page (as appropriate)

VIP Events

- Opening Reception with special host for twelve guests
- Opening Ceremony with twelve guests

Gift

- CD box set from Smithsonian Folkways Recordings

Additional Opportunity
for additional cost

- Brochure, fan, or other free item (20,000-40,000) for distribution in the Festival Marketplace highlighting cultural features of the program

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Tibetan Culture Beyond the Land of Snows, 2000. Photo by Jyoti Manseta, Ralph Rinzler Folklife Archives

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GOLD SPONSOR

\$250,000+

All of the previous benefits plus the following

Recognition

- Name and logo in Festival Guide
- Prominent announcement from Festival venues (~500 times)

Media

- Name and logo on Festival website's sponsor page

VIP Events

- Opening Reception for special host for twenty guests
- Opening Ceremony with twenty guests
- Tour of Ralph Rinzler Folklife Archives by expert staff for 10 guests

Gift

- Two CD box sets from Smithsonian Folkways Recordings

Additional Opportunity
for additional cost

- Sponsor complimentary shopping bags or other items or services in the Festival Marketplace

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African Diaspora, 1976. Photo by Beatrice Strong, Ralph Rinzler Folklife Archives

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Recognition

Media

VIP Events

Gift

PLATINUM SPONSOR

\$500,000+

- Prominent announcement from Festival venues (~600 times)
- Name in Smithsonian Annual Report
- Inclusion in Festival press kit
- Banner graphic with name and logo on Festival homepage
- Name in Folklife newsletter (more than 17,000 recipients/month)
- Opening Reception with special host for thirty guests
- Opening Ceremony with thirty guests
- Special acknowledgement by Festival leadership at these events
- Tour of Ralph Rinzler Folklife Archives by expert staff for 20 guests
- Private tour of the Festival by director
- Opportunity to hold a meeting for your organization at our offices at an approved time
- Opportunity for cultural presentation by Folklife curator or other specialist at your office
- Artwork made by Festival participants
- Three CD box sets from Smithsonian Folkways Recordings

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For more information, please contact:

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