



NERFA Conference 2026 - Sponsorship Opportunities

Be Part of the Music. Be Part of the Movement.

Join us at the 2026 NERFA Conference and align your brand with the leading voices in folk and acoustic music. This year's event will bring together 500+ attendees for four days of showcases, connection, and collaboration.

Sponsorship Levels

GOLD – \$3,500

- Two registrations
- Exhibit table
- Recognition from the stage during formal showcases
- Prominent logo on the NERFA Conference website
- Prominent logo on the Conference App
- Name/logo on NERFA announcements
- Name/logo displayed at registration area

SILVER – \$2,500

- One registration
- Recognition from the stage during formal showcases
- Prominent logo on the NERFA Conference website
- Prominent logo on the Conference App
- Name/logo on NERFA announcements
- Name/logo displayed at registration area

BRONZE – \$1,000

- Recognition from the stage during formal showcases
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À La Carte Sponsorship Opportunities

Conference Bag Sponsor – \$2,500

Premium, high-impact visibility.

Conference bags are carried throughout the event and used long after attendees return home

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Includes:

- Logo prominently printed on official conference tote bag
- Opportunity to include one branded insert in each bag
- Recognition on website, mobile app, and printed program
- Verbal recognition during opening session

Limited-Edition Conference Poster Sponsor – \$2,000

Align your brand with the artistry of NERFA.

The official 2026 conference poster will be a limited-edition design celebrating this year's theme.

Includes:

- Prominent logo placement on official conference poster
- Recognition during poster reveal
- Five complimentary posters
- Featured spotlight in one social media post
- Logo recognition on website and printed materials



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Conference App Sponsor – \$1,000

Put your brand in every attendee's hand.

The conference app is used for schedules, showcases, networking, and updates throughout the weekend.

Includes:

- Exclusive "Conference App Sponsor" recognition
- Rotating banner ad within the app
- One sponsored push notification (content approved by NERFA)
- Logo recognition on website and printed program

Lanyard Sponsor – \$750

High-visibility branding worn throughout the conference.

Your logo will be seen by every attendee throughout the entire event.

Includes:

- Logo printed on official attendee lanyards
- Recognition on sponsor page of website and mobile app
- Logo included in printed program (if applicable)

Coffee & Conversation Sponsor – \$750

Fuel collaboration and meaningful connection. Coffee breaks are where artists meet presenters, agents connect with venues, and new partnerships are formed.

Includes:

- Branded signage at one coffee station
- Logo recognition on conference website and mobile app
- Verbal recognition during sponsored break
- Recognition in post-conference thank-you email



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Conference Sticker Sponsor – \$500

Fun. Shareable. Collectible.

Conference stickers are highly popular among artists and attendees and often live on instrument cases, laptops, and water bottles long after the event ends.

Includes:

- Logo incorporated into official 2026 conference sticker design
- Stickers distributed to all attendees
- Social media recognition during sticker reveal
- Logo recognition on website

Emerging Artist Support Sponsor – \$250

Support the next generation of folk artists.

This sponsorship helps elevate emerging voices within our community and demonstrates your commitment to sustaining the future of folk music.

Includes:

- Recognition during Emerging Artist showcase introduction
- Logo listing on website under Emerging Artist Supporters
- Name inclusion in post-event recap email
- Social media recognition as a supporter of new talent



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Custom Opportunities Available

NERFA is happy to collaborate on customized sponsorship packages that align with your goals and support our mission.

For questions or to secure your sponsorship:

Bernie Drury

berniejrury@gmail.com

NERFA by the Numbers

- 2025 Attendance: 500+
- 2026 Attendance (projected): 500+
- Email list reach: 9,400
- Facebook Subscribers: 2,500

Secure your sponsorship now and take center stage at the heart of the folk music community.

✉ Contact: Bernie Drury berniejrury@gmail.com

🌐 Visit: <https://nerfa.org>