NMF





BE A PART OF THROWING **THE BIGGEST PARTY IN OKLAHOMA.**

FREE.
ORIGINAL.
OKLAHOMA.

2027 NORMAN MUSIC FESTIVAL

APRIL 22-24

SPONSORSHIP OPPORTUNITIES

WE ARE PROUD TO BE THE LARGEST FREE MUSIC FESTIVAL IN OKLAHOMA!

Since 2008, Norman Music Festival has showcased Oklahoma's finest musicians in every genre on four outdoor stages, and more than a dozen partner venues.

It's more than a festival, it's a place to connect, celebrate, and be whoever the hell anyone wants to be.

We've braved wild weather, tight budgets, and big challenges, all thanks to our amazing partners!

Our team is an all-volunteer crew, minus one overworked Executive Director. It truly takes an entire community to make this festival happen, and we'd love for you to be part of it!



CURE FOR PARANOIA

The Norman Music Festival is produced by the Norman Music Alliance, Inc, a 501c3 nonprofit organization. All donations and partnerships (less the value of any products or services received) are tax deductible.

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ABOUT LAST YEAR

FREE. ORIGINAL. OKLAHOMA.



TOP 10 STREAMING 2026 HEADLINERS

(SPOTIFY MONTHLY LISTENERS)

EVENING ELEPHANTS: 1.7M

MOMMA: 405K

HUSBANDS: 284K

BEN QUAD: 165K

CAMP BLU: 157K

THESAURUS REX: 151K

CURE FOR PARANOIA: 105K

HAYDEN PEDIGO: 88K

KID LENNON: 31K

GROCERY BAG: 27K

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THANK YOU.
THANK YOU.
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WE COULDN'T DO THIS WITHOUT YOU

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BUDGET BREAKDOWN

HOW DO WE SPEND THE MONEY WE RAISE?

WHAT IT COSTS: $292,487
WHERE DOES THE MONEY GO?

NMF

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PRODUCTION/ARTISTS 46%



LOGISTICS 29%



ADMIN & STAFF 16%



INSURANCE 9%

IN JUST THREE DAYS

237 PERFORMANCES

≈ 50,400 IN ATTENDANCE

NMF

$3.1 MILLION ECONOMIC IMPACT

(ATTENDANCE NUMBERS AND ECONOMIC IMPACT WERE PROVIDED BY VISITNORMAN AND THE CITY OF NORMAN)

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ONLINE & MEDIA PRESENCE

OCTOBER 2025 – APRIL 2026

502
PRESS MENTIONS

576M
MEDIA IMPRESSIONS

$160.1K
PUBLICITY VALUE

(all the numbers and data above were provided by VisitNorman)



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34K FOLLOWERS
FB.COM/NORMANMUSICFESTIVAL

13.8K FOLLOWERS
@NORMANMUSICFESTIVAL

PUBLICATION OF OFFICIAL NMF ARTISTS PLAYLIST EACH YEAR

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2026 DATA

WHO'S IN THE CROWD

≈50,400 HUMANS

OF THE MORE THAN 50,000 FOLKS,

51% WERE FROM NORMAN

49% WERE FROM OUTSIDE OF NORMAN

AVERAGE ANNUAL INCOME:

$84K

MEDIAN ANNUAL INCOME:

$61K

FOLKS CAME TO NMF FROM **35** DIFFERENT STATES

THOSE HUMANS BOOKED **1,008** HOTEL ROOMS **2,427** ROOM NIGHTS

WHICH RESULTED IN **$25,238** IN HOTEL TAX REVENUE

(all the numbers and data above were provided by VisitNorman and The City of Norman)

PARTNERSHIP LEVELS

When you partner with NMF, you get more than a logo placement, you get direct access to 50,000+ people who showed up because they love music and their community.
Every partnership is customizable, and because we're a 501(c)(3), your donation is tax-deductible.

PRESENTING $50K

Your brand is the festival. Title placement across every touchpoint, on-site naming rights, and full exclusivity in your category.

BRAND PRESENCE
- Name in every festival reference “Presents”
- Main stage 15 second spotlight video
- Brand industry exclusivity
- Logo on all posters + press kit
- Logo on banners at stages
- Recognition in emcee announcements

DIGITAL + CONTENT
- Co-branded social content
- Newsletter spotlight feature
  Newsletter click through logo
- Press release co-mention
- Website click through logo

ACTIVATION + EXPERIENCE
- 10×20 booth with premium placement
- 20 VIP passes with option for co-branded giveaways
- Kick-off party naming rights
- Artist signed NMF memorabilia/swag

ONLY ONE AVAILABLE

STAGE $20K

A stage is yours. Title placement across every touchpoint, on-site naming rights, and full exclusivity in your category.

BRAND PRESENCE
- Main stage 15 second spotlight video
- Stage level brand exclusivity
- Logo on all posters + press kit
- Logo on banners at stages
- Recognition in emcee announcements

DIGITAL + CONTENT
- Co-branded social content
- Newsletter click through logo
- Press release co-mention
- Website click through logo

ACTIVATION + EXPERIENCE
- 10×10 booth with premium placement
- 10 VIP passes with option for co-branded giveaways
- Artist signed NMF memorabilia/swag

ONLY TWO AVAILABLE

REVERB $10K

We help tune up your message with options for customizeable naming rghts to featured spaces of the festival.

BRAND PRESENCE
- Logo on main stage video screen rotation.
- Logo on side banners at stages
- Recognition in emcee announcements

DIGITAL + CONTENT
- Website click through logo
- Newsletter click through logo
- Social media post mentions

ACTIVATION + EXPERIENCE
- 10×10 booth with premium placement
- 6 VIP passes with option for co-branded giveaways
- Artist signed NMF memorabilia/swag

FEATURED SPACES AVAILABLE
- VIP Area
- Kids Fest
- Industry Expo
- Your Favorite Space (Let us know)

MULTI-YEAR OPPORTUNITIES

LET’S TALK ABOUT HOW WE CAN LOCK IN YOUR SUPPORT FOR THE LARGEST MUSIC FESTIVAL IN OKLAHOMA FOR YEARS TO COME.

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INDIE $5K

Stand out from the crowd.

PARTNER PERKS
- Click through name on the website
- Recognition in emcee announcements
- Name on side banners at stages
- 10×10 booth
- Social media post mentions
- 4 VIP passes with option for co-branded giveaways

ROADIE $2.5K

Become a part of the team.

PARTNER PERKS
- Name on the website
- Recognition in emcee announcements
- Name on side banners at stages
- Social media post mentions
- 2 VIP passes with option for co-branded giveaways

BIG FAN $1K

Be able to brag to your friends.

PARTNER PERKS
- Recognition in emcee announcements
- Social media post mentions
- 2 VIP passes with option for co-branded giveaways



NO MATTER THE LEVEL, THANK YOU FOR BEING PART OF THE NMF FAMILY.

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THANKS FOR THE SUPPORT

WANT NMF TO BE AROUND FOREVER?

We're asking you to consider adding a small percentage to support our new

FESTIVAL FOREVER FUND

This growing endowment from NMF will generate ongoing earnings to help sustain our annual budget for years to come.

Contribute, and your name will be listed online permanently.

Hit us up for more information!

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BEST FESTIVAL EXPERIENCE

NMF

HAVE YOU ALWAYS FELT VERY IMPORTANT BUT HAD NO WAY OF PROVING IT? HERE'S YOUR CHANCE TO SHOW EVERYBODY YOU'VE BEEN RIGHT!

UNCANNY ART HOUSE

LOCATION:

UNCANNY ART HOUSE

106 E. MAIN ST
DOWNTOWN NORMAN

PLEASE NOTE:
VIP PURCHASES ARE CONSIDERED CHARITABLE DONATIONS (TAX WRITE OFF) TO NMF (501C3 NONPROFIT), AND ARE NON-REFUNDABLE.

MVP
$300
ALL THE PERKS
+ PARKING

VIP
$200
DRINKS, FOOD,
A/C, AND INDOOR
BATHROOMS

FRONT ROW
$100
NOBODY STANDS
IN FRONT OF YOU
AT MAIN STAGE

EACH VIP AND MVP PASS ALSO COMES WITH YOUR CHOICE OF ANY OFFICIAL NMF SHIRT AND POSTER PICKED UP AT ANY NMF MERCH BOOTH.

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CONTACT US AT
INFO@NORMANMUSICFESTIVAL.COM
TO FIND THE BEST WAYS
TO PARTNER WITH US IN
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