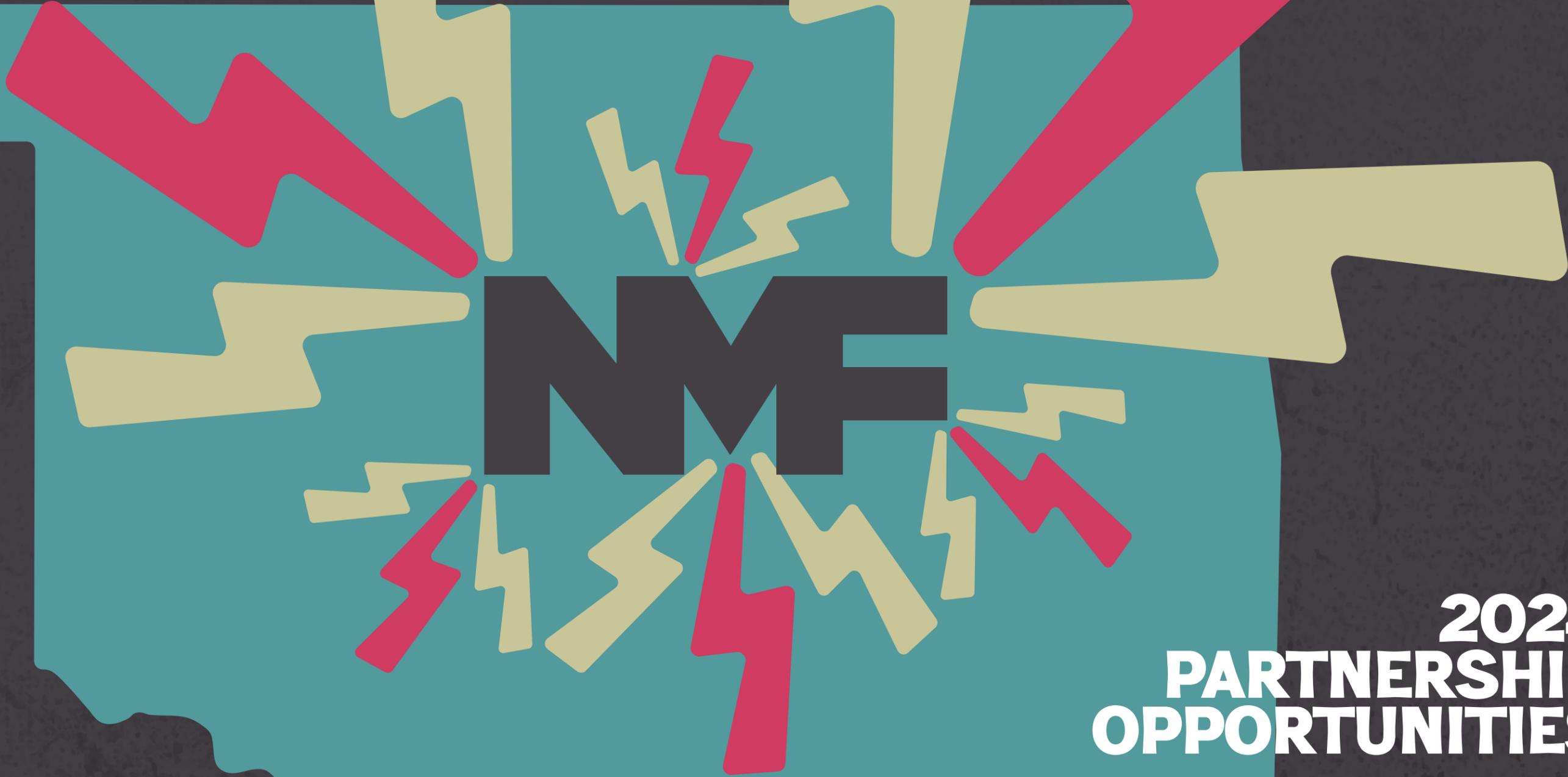


**FREE.
ORIGINAL.
OKLAHOMA.**

**NORMAN
MUSIC
FESTIVAL**



**2024
PARTNERSHIP
OPPORTUNITIES**

**We couldn't do
this without you.**



**FREE.
ORIGINAL.
OKLAHOMA.**

FESTIVAL SCHEDULE

THURSDAY, APRIL 25

6pm–2am: Performances in indoor venues, one outdoor stage

FRIDAY, APRIL 26

6pm–2am: Performances in indoor venues, on all 4 outdoor stages, and VIP area

SATURDAY, APRIL 27

11am–2pm: Kids Fest

2pm–2am: Performances in indoor venues, on all 4 outdoor stages, and VIP area

NMF

www.NORMANMUSICFESTIVAL.com

FROM A “LITTLE FESTIVAL THAT COULD”...

Norman Music Festival got its start in 2008 when a passionate group of music lovers in Norman, Oklahoma, sought to create a unique experience.

Over the years, NMF has evolved from a one-stage party into a four-stage, 15 indoor venue celebration of music and art. It showcases diverse talents and welcomes musicians from various genres, attracting attendees from across the nation.

NMF



TO THE BIG FESTIVAL THAT DOES!

NMF's resilience in overcoming financial hurdles, logistic challenges and unpredictable weather reflects the community's unwavering support.

Beyond the performances, NMF fosters unity, creates lasting connections and provides a safe space for all kinds of wonderful humans. It serves as an inspiration, exemplifying the transformative power of music, art, and community spirit.

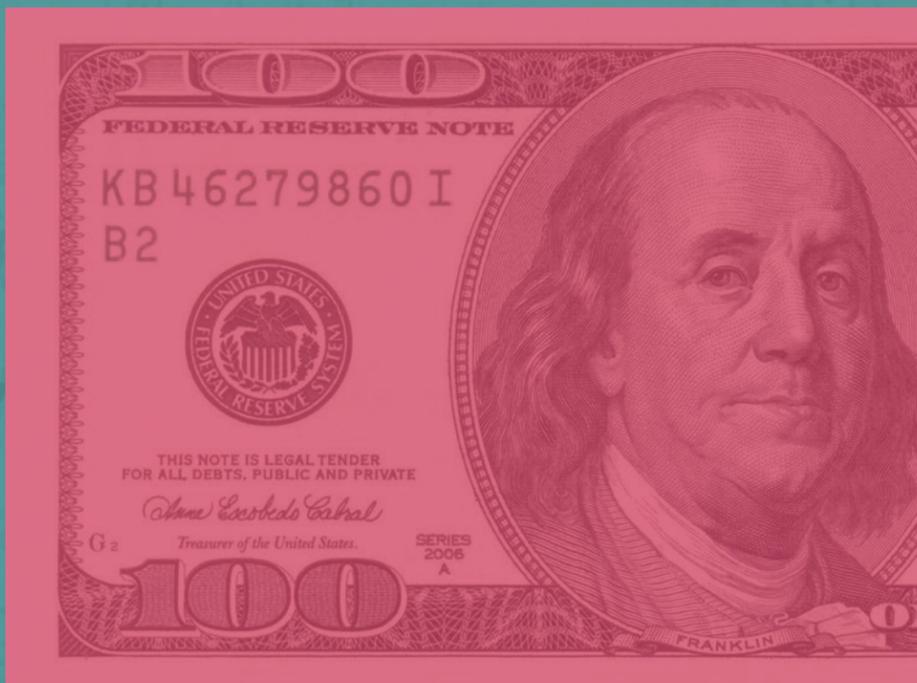
NMF



BUDGET BREAKDOWN

What it costs: \$280,004.10 | Where does the money go?

Production/Artists 57%



Logistics 19%

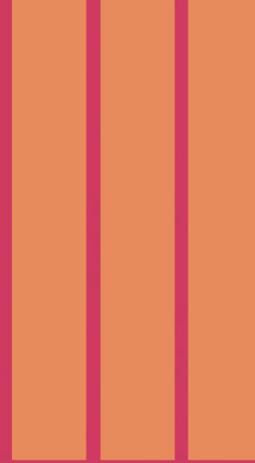


Admin & Staff 16%



Insurance 8%



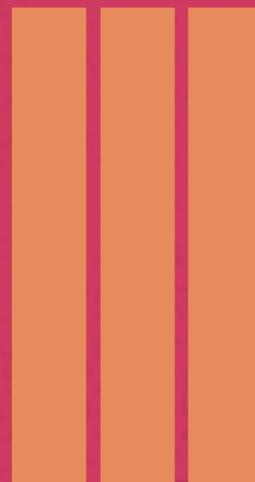


**NORMAN MUSIC
FESTIVAL
IS A FREE,
INDEPENDENT
MUSIC FESTIVAL
THAT BRINGS**

Because of sponsors and music lovers like you, NMF has grown from being “the little festival that could” into the big festival that does. From one day of fun, to a three-day, four-stage celebration of music, film, art and culture.

**MORE THAN
100,000 PEOPLE
TO DOWNTOWN
NORMAN,
OKLAHOMA
EVERY YEAR.**

NMF



PARTNERSHIP OPPORTUNITIES

As a partner with Norman Music Festival, your organization will realize tangible marketing benefits, shared media and promotions, and experiential opportunities to interact with our festival attendees. Your level of participation and investment is **customizable**, as we want every experience with our attendees to be unique and memorable.

PRESENTING PARTNER

ONE AVAILABLE AT \$50K

- Your logo EVERYWHERE

AMPLIFIER PARTNER

STARTING AT \$20K

- One of FOUR outdoor stages. (Main, West, Alley & Gray)
- Your logo on the stage signage

REVERB PARTNER

STARTING AT \$10K

- Exclusivity starts here. Be the only brand of your product.

HAVE YOUR PICK OF SPACE:

- VIP Room
- Hospitality Areas
- Kids Fest
- Arts Market
- Feature Product of the festival

INDIE PARTNER

STARTING AT \$5K

- Help support the indoor areas
- Band Green Rooms

STREET PARTNER

STARTING AT \$2.5K

- Enhanced street presence (size & space)
- Social Shoutouts
- Open to creative ideas for fan experiences

COMMUNITY PARTNER

STARTING AT \$1K

- Calling all locals
- Support Norman's coolest event



**MULTI-YEAR
OPPORTUNITIES**

Let's talk about how you can lock in your support for the largest free music festival in Oklahoma for years to come.

PARTNER BENEFITS

PRESENTING PARTNER

- Logo on just about EVERYTHING
 - 10 swag packs
 - 20 VIP passes

AMPLIFIER PARTNER

- Logo on designated stage signage
 - Logo on official NMF poster
 - 5 swag packs
 - 10 VIP passes

REVERB PARTNER

- Social Media shoutouts
- Logo on rotating main stage video
 - 2 swag packs
 - 8 VIP passes

INDIE PARTNER

- Logo on rotating main stage video
- Social Media recognition
- 6 VIP passes

STREET PARTNER

- Logo on rotating main stage video
- Social Media recognition
- 4 VIP passes

COMMUNITY PARTNER

- Social Media recognition
- 2 VIP passes

ONLINE/MEDIA PRESENCE

From Fall 2022 through April 2023 the Norman Music Festival received 105 press mentions that equated to 214,563,168 media impressions and more than \$560,000 in in-kind publicity/ad equivalency.



31,000 FOLLOWERS
[FB.COM/NORMANMUSICFESTIVAL](https://fb.com/normanmusicfestival)



8,300 FOLLOWERS
[@NORMANMUSICFESTIVAL](https://instagram.com/normanmusicfestival)



9,400 FOLLOWERS
[@NORMANMUSICFEST](https://twitter.com/normanmusicfest)



LISTEN TO OFFICIAL
NMF PLAYLIST



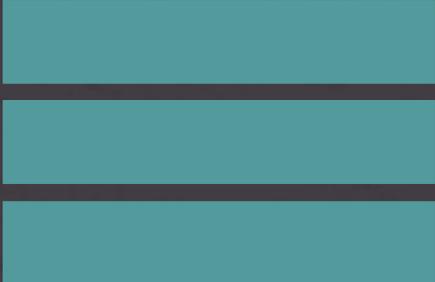
[www.NORMANMUSICFESTIVAL.com](https://www.normanmusicfestival.com)



NMF

www.NORMANMUSICFESTIVAL.com

The Norman Music Festival has a generous donor offering to match up to \$25,000 in donations to open an endowment for NMF. Please consider adding 10% to your partnership donation to help us reach that goal!
#NMF4EVER



**FREE.
ORIGINAL.
OKLAHOMA.**

Contact us at admin@normanmusicfestival.com to find the best ways to partner with us in presenting Oklahoma's biggest little free music festival.

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