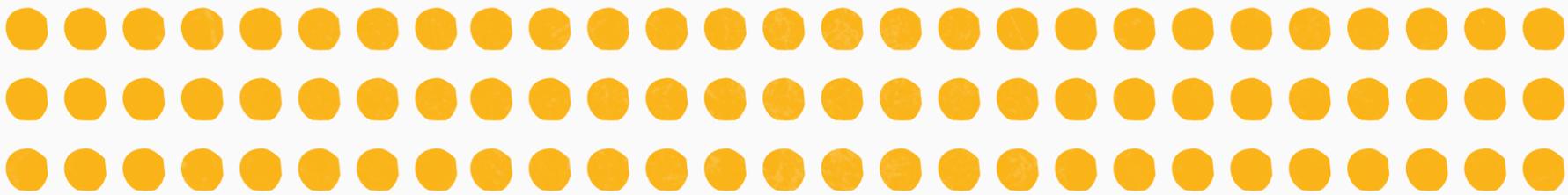


2025



SPONSORSHIP OPPORTUNITIES

(join us in throwing the biggest party in Oklahoma, and we'll make sure people know you helped turn up the volume!)

**FREE.
ORIGINAL.
OKLAHOMA.**



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

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

NMF has grown from a one-stage party into a celebration of music, film, and art that encompasses four outdoor stages and 15 indoor venues. It showcases diverse talents and welcomes musicians from various genres, attracting attendees from across the nation. NMF's resilience in overcoming financial hurdles, logistical 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.

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.



WWW.NORMANMUSICFESTIVAL.COM





ABOUT LAST YEAR

Fowler AUTOMOTIVE PRESENTS **NMF** | **FREE. ORIGINAL. OKLAHOMA.**

APRIL 25 - 27, 2024
DOWNTOWN NORMAN, OKLAHOMA

ALVVAYS / HUSBANDS / CLIFFDIVER
BRANJAE / BRAINSTORY / TROPA MAGICA
THE CAVVES / JARED DECK / KEN POMEROY
MOOR MOTHER / RADKEY / BLONDSHELL
ROCKET / RAINBOWS ARE FREE / SISTERIA
SWEEPING PROMISES / STEPH SIMON
ORIGINAL FLOW AND THE WAVVES / LABRYS
BEAU JENNINGS AND THE TIGERS / AJ HARVEY
STEPMOM / BEE & THE HIVE / LINCKA / CAJ
PSYCHIC BATHS / GROUCHO / CALEB MCGEE
HELEN KELTER SKELTER / EM AND THE MOTHER SUPERIORS
COWTIPPERS / LUNAR DIVISION / CHELSEA DAYS
AUDIO BOOK CLUB / THE IVY / S. REIDY
K.O. / SUNFO / BALDI-LOCS / CORTNEY LACHELLE / RACHEL BLACK
CHANGING FREQUENCIES / WOLF UGLY / BURL / AUGMNTD / CHIP MANTOOTH
PROM MOM / ROZ / CHERRY LAUREL / CHASE KERBY / STRAWBERRY BLONDE
CASII STEPHAN / PEGGY JOHNSON / SOPHIA MASSAD
JAHRUBA & THE JAHMYSTICS / TRAINDODGE / PSYCHOTIC REACTION
OMINOUS SOUTHWEST / MUFFLED SIRENS / KAT LOCK
WORLD PEACE DEATH RAY / EASIER

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TOP 10 SPOTIFY MONTHLY LISTENERS FOR 2024 HEADLINERS

- ALWAYS: 1.6M
- BLONDSHELL: 647,058
- BRAINSTORY: 304,709
- HUSBANDS: 332,002
- TROPA MAGICA: 272,298
- SWEEPING PROMISES: 59,971
- MOOR MOTHER: 56,931
- RADKEY: 50,850
- CLIFFDIVER: 43,069
- THE CAVVES: 23,184



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

(thank you, thank you, thank YOU)

**FREE.
ORIGINAL.
OKLAHOMA.**

(how do we spend the money we raise?)

BUDGET BREAKDOWN

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

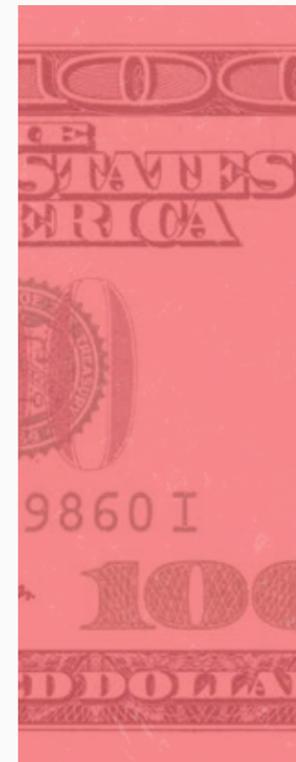
Production/Artists 57%



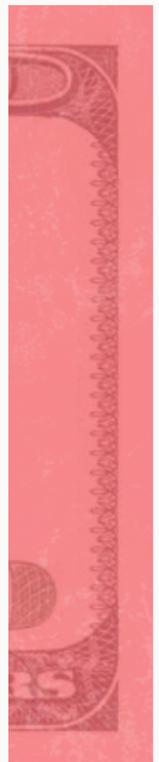
Logistics 19%



Admin & Staff 16%



Insurance 8%



**IN
JUST
THREE
DAYS**

\$2.5 MILLION

ECONOMIC IMPACT

≈ 65,000

IN ATTENDANCE

250+

PERFORMANCES



(attendance numbers and economic impact were provided by VisitNorman and The City of Norman)

NMF

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**FREE.
ORIGINAL.
OKLAHOMA.**

ONLINE/MEDIA PRESENCE

OCTOBER 2023 - APRIL 2024

164

PRESS MENTIONS

1,271,292,518

MEDIA IMPRESSIONS

\$688,886.41

PUBLICITY VALUE

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



33,000 FOLLOWERS
FB.COM/NORMANMUSICFESTIVAL



9,400 FOLLOWERS
@NORMANMUSICFEST



9,800 FOLLOWERS
@NORMANMUSICFESTIVAL



PUBLICATION OF OFFICIAL
NMF ARTISTS PLAYLIST EACH YEAR



NMF

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WHO'S IN THE CROWD

2024
DATA



AGE

19-35: **34%**
36-65: **17%**
51-65: **23%**

INCOME

< \$10K: **10%**
\$10K - \$50K: **34.4%**
\$50K - \$100K: **28.1%**
\$100K - \$150K: **15.1%**
> \$150K: **12.3%**

AVG PER PERSON: \$33,798.84
AVG PER HOUSEHOLD: \$77,236.52

TRAVEL

TOP 15 CITIES BY VISITOR COUNT:

NORMAN, OK
OKC, OK
NOBLE, OK
EDMOND, OK
TULSA, OK
LEXINGTON, OK
DALLAS, TX
BLANCHARD, OK
PURCELL, OK
WASHINGTON, OK
YUKON, OK
FORT WORTH, TX
FRISCO, TX
TUTTLE, OK
SHAWNEE, OK

TOP 10 LONGEST DISTANCES TRAVELLED:

ANCHORAGE, AK: 2888 MILES
CATHLAMET, WA: 1544
CHATHAM, MA: 1542
TACOMA, WA: 1536
GUILFORD, CT: 1399
NORTH BENNINGTON, VT: 1395
SARATOGA SPRINGS, NY: 1373
DIXON, CA: 1360
SPOKANE, WA: 1332
AVILA BEACH, CA: 1316

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

PARTNERSHIP LEVELS

As a partner with Norman Music Festival, we will help you realize 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. Because we are a 501(c)(3) nonprofit, all donations and partnerships are tax-deductible.

	PRESENTING PARTNER \$50K	AMPLIFYING PARTNER STARTING AT \$20K	REVERB PARTNER STARTING AT \$10K	INDIE PARTNER STARTING AT \$5K	STREET PARTNER STARTING AT \$2.5K	COMMUNITY PARTNER STARTING AT \$1K
NAME APPEARS IN EVERY FESTIVAL REFERENCE	●					
SPECIAL THANKS BEFORE HEADLINER AT EACH STAGE	●					
LOGO UNDER NMF LOGO ON POSTERS	●	●				
STREET BOOTH SPACE	● 10'X20'	● 10'X10'	● 10'X10'			
EXCLUSIVITY, COMPETITIVE SEPARATION	●	●	●			
COMMEMORATIVE T-SHIRTS	● 10	● 4	● 2	● 2		
SIDE STAGE BANNER RECOGNITION	● LOGO	● LOGO	● LOGO	● NAME		
LOGO RECOGNITION ON MAIN STAGE VIDEO SCREEN	● HEAVY	● HEAVY	● HEAVY	● MEDIUM	● LIGHT	
WEBSITE CLICK THROUGH	● LOGO	● LOGO	● LOGO	● LINKED	● LINKED	● LINKED
SOCIAL MEDIA RECOGNITION	● LOGO	● LOGO	● LOGO	● TAG	● TAG	● TAG
PA ANNOUNCEMENTS AT STAGE	● HEAVY	● HEAVY	● HEAVY	● MEDIUM	● LIGHT	● LIGHT
PRESS KIT LOGO RECOGNITION SHEET & APPROPRIATE MENTIONS	●	●	●	●	●	●
NMF POSTERS SIGNED BY SELECT PERFORMERS	● 10	● 5	● 3	● 2	● 1	● 1
VIP/HOSPITALITY PASSES	● 20	● 10	● 6	● 4	● 2	● 2

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.

THANKS FOR THE SUPPORT

How can we say thank you for helping us throw the best party in Oklahoma?



FEEL LIKE YOU'RE EVERYWHERE:

- ON-SITE INTERACTIVE
- KICK OFF PARTY/VIP EVENTS
- ARTIST HOSPITALITY LOUNGE
- STAGE BANNER DESIGN
- EVENT MERCHANDISE
- PRODUCT SAMPLING
- EVENT CREDENTIALS
- PHOTO BOOTH STEP & REPEAT
- JUMBOTRON PLACEMENT
- EVENT SIGNAGE
- KIDS FEST ACTIVATION SIGNAGE

INTRODUCE YOU TO OUR AUDIENCES:

- BOOTH SPACE
- GIVEAWAYS
- ARTIST EXPERIENCES

ACTIVATE YOUR BRAND:

- BRAND SEPARATION
- BRAND EXCLUSIVITY
- PHYSICAL SPACE NAMING RIGHTS



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.

BEST FESTIVAL EXPERIENCE

Have you always felt very important but had no way of proving it?
Here's your chance to show everybody you've been right!

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.

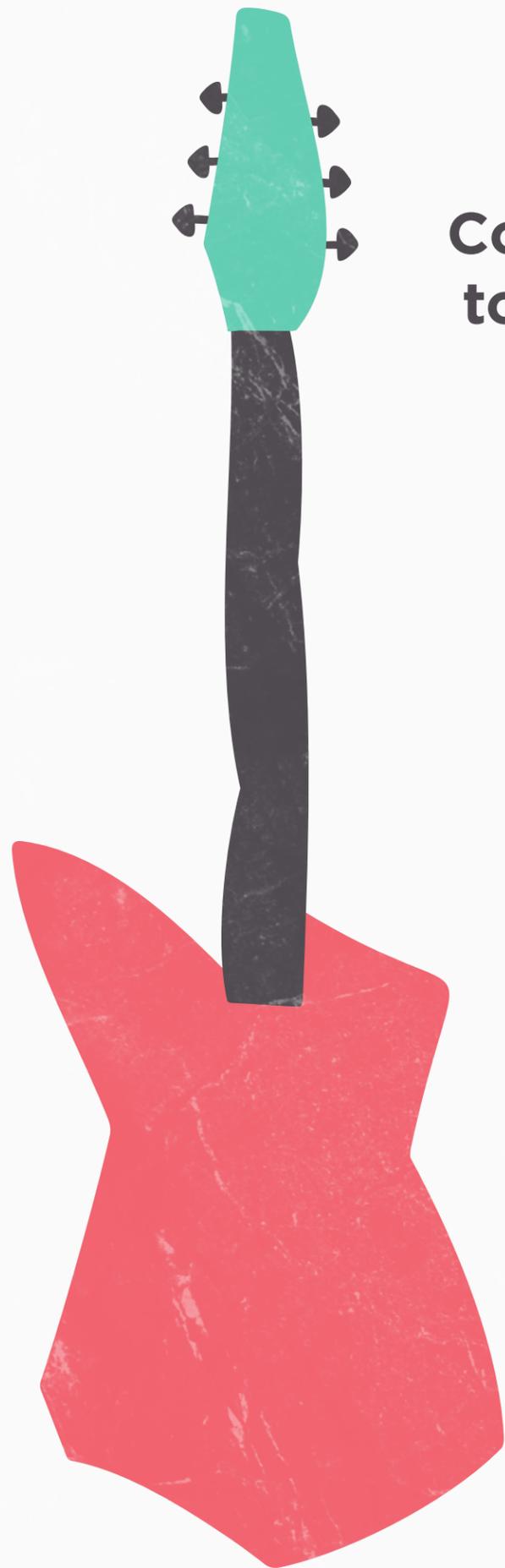
LOCATION:
**UNCANNY
ART HOUSE**
106 E. MAIN ST
**DOWNTOWN
NORMAN**
(duh)

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

NMF

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Contact us at info@normanmusicfestival.com to find the best ways to partner with us in presenting Oklahoma's largest music festival.

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#NMF4EVER

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