

NMF



2026 SPONSORSHIP OPPORTUNITIES

WE'RE THROWING THE BIGGEST PARTY IN OKLAHOMA, AND WE WANT TO MAKE SURE PEOPLE KNOW YOU HELPED TURN UP THE VOLUME!

APRIL 23-25



FREE.
ORIGINAL.
OKLAHOMA.



WE ARE PROUD TO BE THE LARGEST FREE 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 more than a dozen partner 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.



ABOUT LAST YEAR

FREE.
ORIGINAL.
OKLAHOMA.

WWW.NORMANMUSICFESTIVAL.COM



FOWLER
AUTOMOTIVE
PRESENTS



NMF



FREE.
ORIGINAL.
OKLAHOMA.

APRIL 24 - 26, 2025

LA LUZ • JABEE • APOLLO BROWN
BEING DEAD • LEVITATION ROOM
THE MYSTERY LIGHTS • JW FRANCIS
KEN POMEROY • THE IVY • CLIFFDIVER
SIERRA SPIRIT • CORRIDOR
MARY SHELLEY • CASII STEPHAN
BRANJAE • MALLORY EAGLE
RED SUN • THE MUFFLED SIREN
STEPMOM • ORIGINAL FLOW AND THE WAVVEZ • RAINBOWS ARE FREE
EGGS ON MARS • KO • KEATHLEY AND THE BURNING BRAZ • CAJ • EYEBOLT
CHELSEA DAYS • MAD HONEY • JOSH SALLEE • LABRYS
HUGH GLASS • AJ HARVEY • SISTERIA • CALVIN LORON
SUNFO • BOY MARCH • MELLOWPHOBIA • BEE AND THE HIVE
S. REIDY • CHIP MANTOOTH • COAT • LOCUST GROVE
HONOR CHOIR • LUST ONLINE • THANKSNIVEN • PHOTOCOPY
BERTA B • RAABERS • THE NGHIEMS • WET MUSCLES
CHANGING FREQUENCIES • FROM DREXEL • GROUCHO
BOTTOM OF THE BARREL • WAR MOTHERSHED
KIERSTON WHITE • CHERRY LAUREL





TOP 10 SPOTIFY MONTHLY LISTENERS FOR 2025 HEADLINERS

- THE MYSTERY LIGHTS: 613,511
- APOLLO BROWN: 449,668
- THE IVY: 333,797
- LEVITATION ROOM: 253, 022
- LA LUZ: 244,088
- KEN POMEROY: 132,162
- JW FRANCIS: 114,965
- BEING DEAD: 60,971
- CLIFFDIVER: 39,549
- RED SUN: 18,277



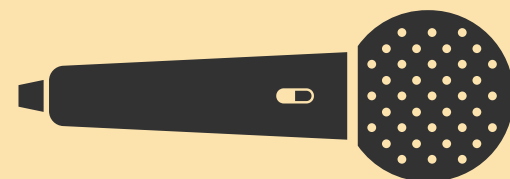
NMF

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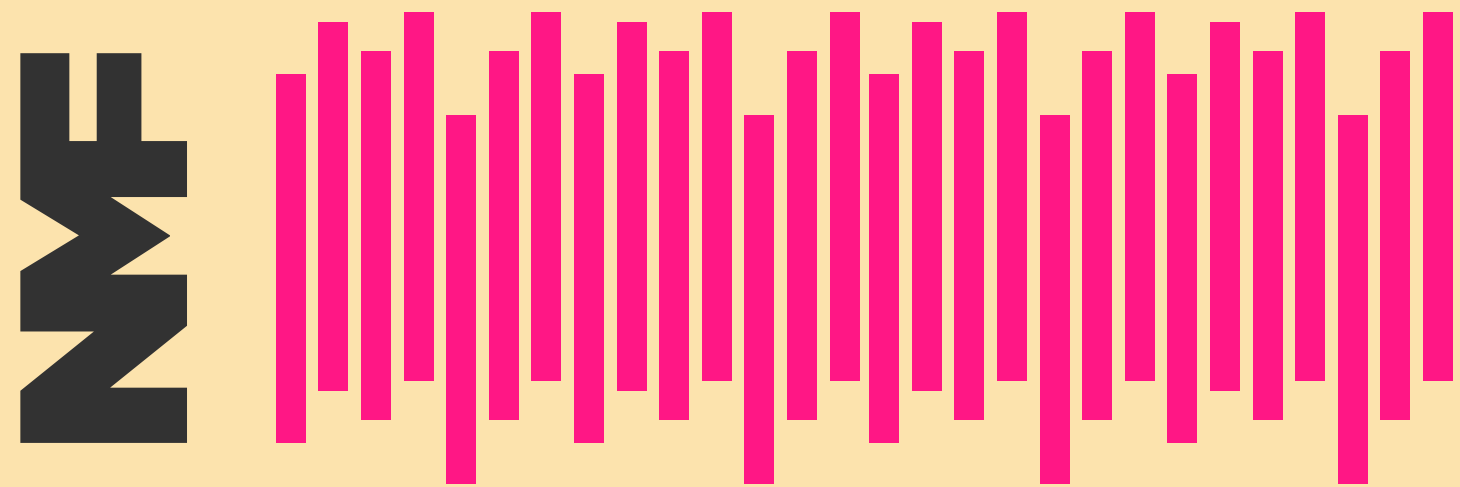
THANK YOU.
THANK YOU.
THANK YOU.

WE COULDN'T DO
THIS WITHOUT YOU.



FREE.
ORIGINAL.
OKLAHOMA.





BUDGET BREAKDOWN

WHAT IT COSTS: \$280,004.10
WHERE DOES THE MONEY GO?



HOW DO WE SPEND
THE MONEY WE RAISE?



PRODUCTION/ARTISTS 57%



LOGISTICS 19%

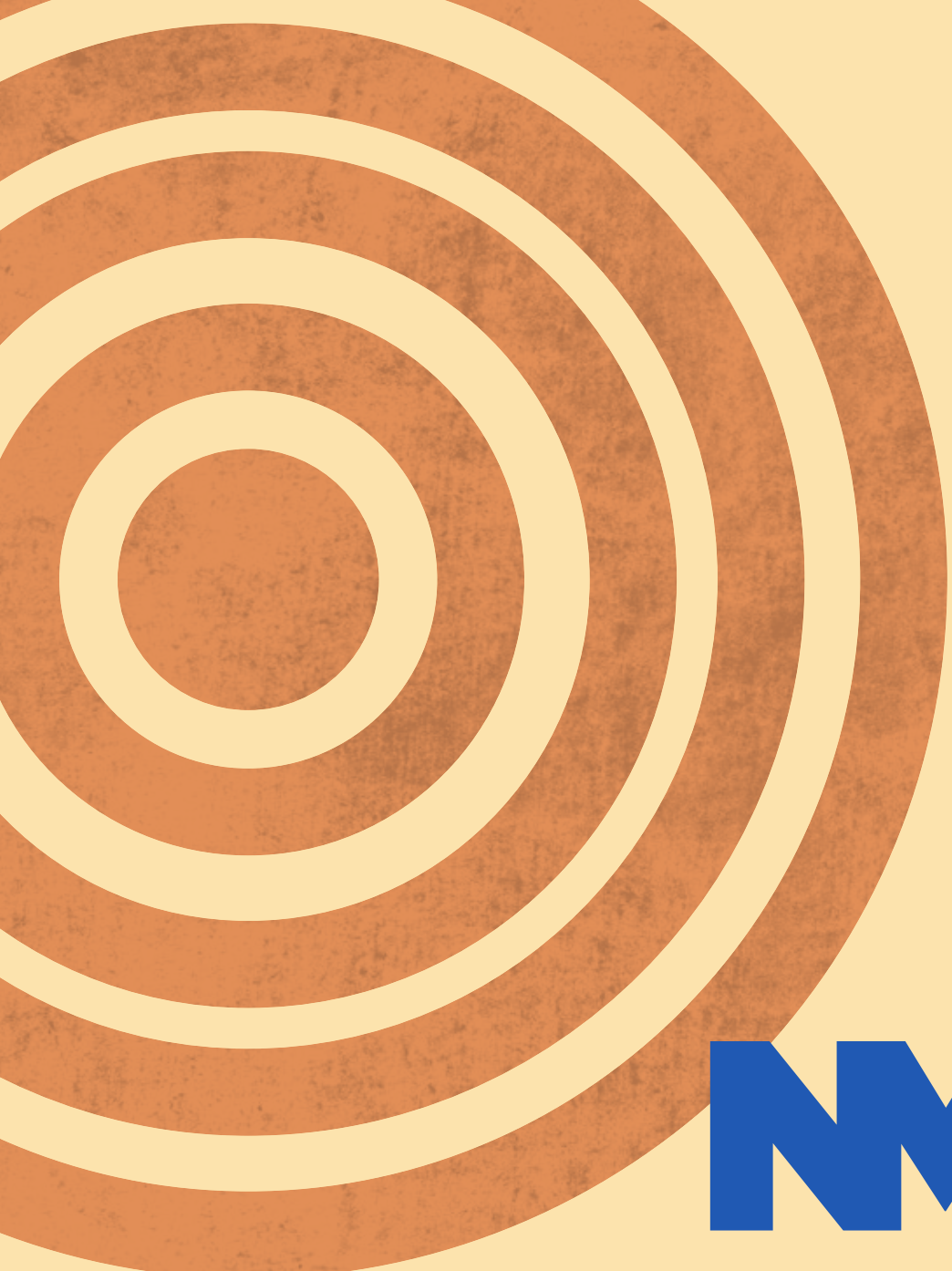


ADMIN & STAFF 16%



INSURANCE 8%





NMF

**IN JUST
THREE
DAYS**

IN 2025

≈

**FREE.
ORIGINAL.
OKLAHOMA.**

220+

PERFORMANCES

≈ 55,000

IN ATTENDANCE

\$2.6 MILLION

ECONOMIC IMPACT



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

WWW.NORMANMUSICFESTIVAL.COM

ONLINE & MEDIA PRESENCE



33,000 FOLLOWERS
FB.COM/NORMANMUSICFESTIVAL

OCTOBER 2024 – APRIL 2025

322

PRESS MENTIONS

318.6M

MEDIA IMPRESSIONS

\$528,500

PUBLICITY VALUE



11,800 FOLLOWERS
@NORMANMUSICFESTIVAL



PUBLICATION OF OFFICIAL
NMF ARTISTS PLAYLIST EACH YEAR

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NMF

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

WHO'S IN THE CROWD

2025
DATA



OF THE MORE THAN 55,000 FOLKS,
53.49%
WERE FROM NORMAN

46.51%
WERE FROM OUTSIDE OF NORMAN

FOLKS CAME
TO NMF FROM

30

DIFFERENT
STATES

THOSE HUMANS BOOKED

310

HOTEL ROOMS

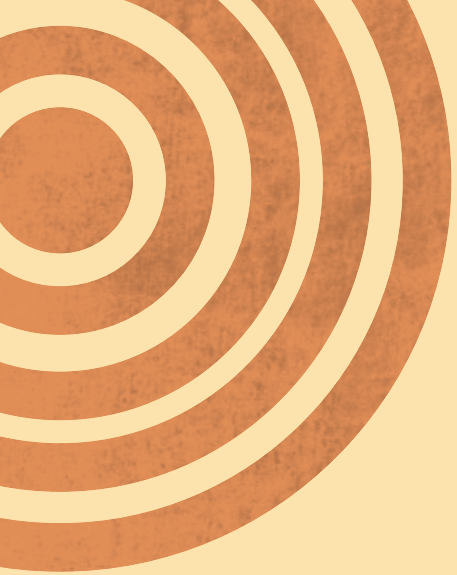
746

ROOM NIGHTS

\$8,717

IN HOTEL TAX REVENUE

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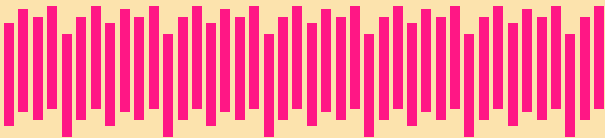
PARTNERSHIP LEVELS

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.



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	PRESENTING PARTNER \$50K	AMPLIFYING PARTNER \$20K	REVERB PARTNER \$10K	INDIE PARTNER \$5K	STREET PARTNER \$2.5K	COMMUNITY PARTNER \$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	●	●	●			
2026 NMF DESIGNED 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:

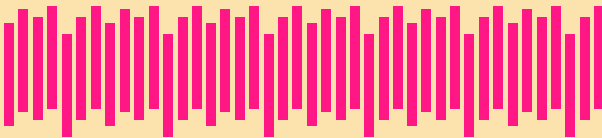
- BOOTH SPACE
- GIVEAWAYS
- ARTIST EXPERIENCES

ACTIVATE YOUR BRAND:

- BRAND SEPARATION
- BRAND EXCLUSIVITY
- PHYSICAL SPACE NAMING RIGHTS



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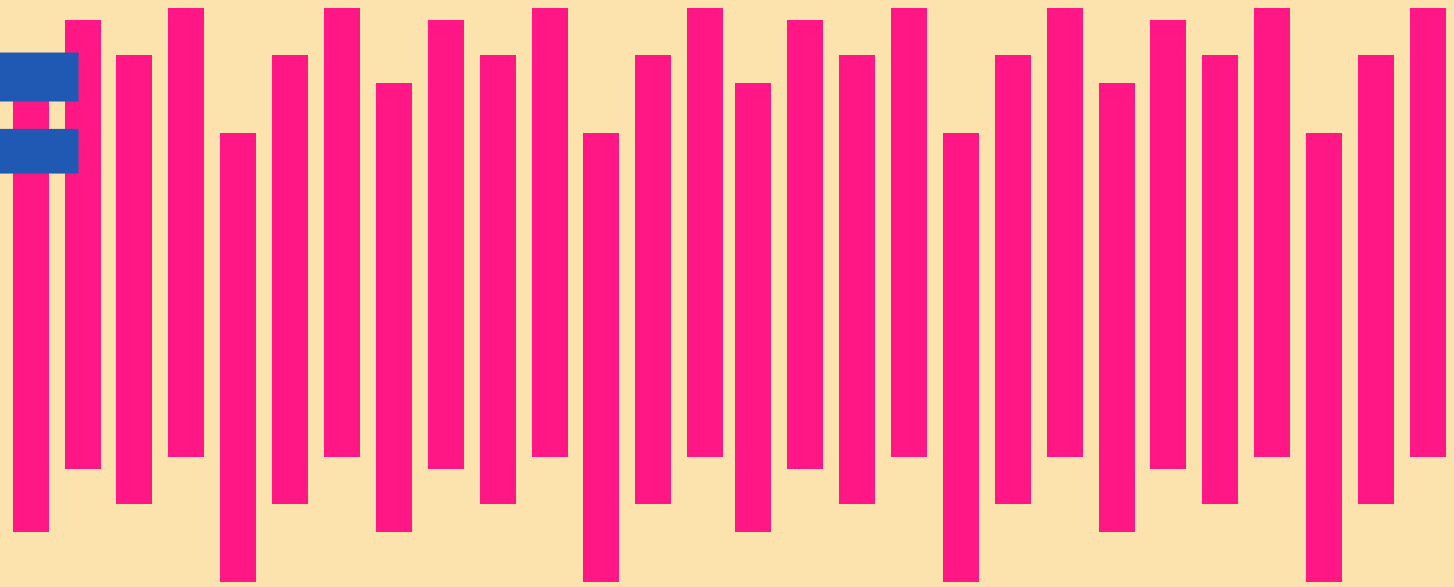


MULTI-YEAR OPPORTUNITIES

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BEST FESTIVAL EXPERIENCE

NMF



LOCATION:
UNCANNY ART HOUSE
106 E. MAIN ST
DOWNTOWN NORMAN

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

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

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

CONTACT US AT
INFO@NORMANMUSICFESTIVAL.COM
TO FIND THE BEST WAYS TO PARTNER
WITH US IN PRESENTING OKLAHOMA'S
LARGEST FREE MUSIC FESTIVAL.



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#NMF4EVER

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