

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, 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.

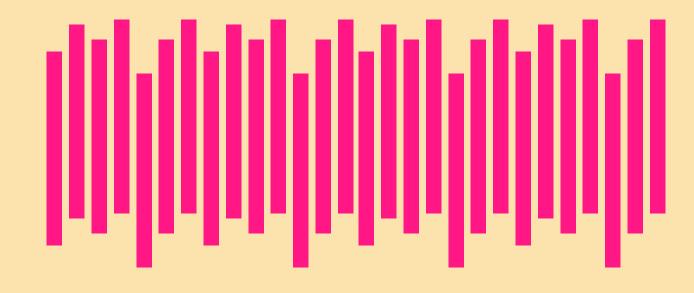
We've braved wild weather, tight budgets, and big challenges, all thanks to our amazing partners!

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

FREE.
ORIGINAL.
OKLAHOMA.



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





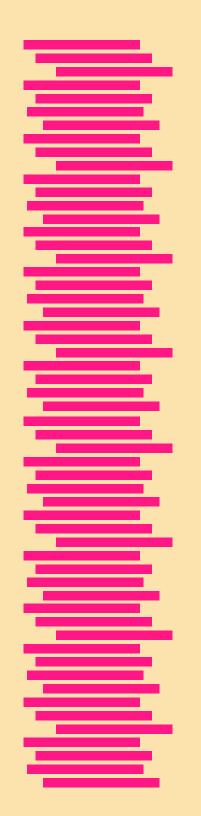




APRIL 24-26, 2025

BEING DEAD • LEVITATION ROOM
THE MYSTERY LIGHTS • JW FRANCIS
KEN POMEROY • THE IVY • CLIFFDIVE
SIERRA SPIRIT • CORRIDOR
MARY SHELLEY • CASII STEPHAN
BRANJAE • MALLORY EAGLE
RED SUN • THE MUFFLED SIREN

STEPMOM • ORIGINAL FLOW MADULE • RAINBOWS ARE FREE EGGS ON MARS • KO • KEATHLEY AND HING BRAS • 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 STREAMING 2025 HEADLINERS

(SPOTIFY MONTHLY LISTENERS)

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

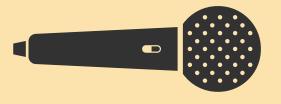
RED SUN: 18,277





THANK YOU.
THANK YOU.
THANK YOU.

WE COULDN'T DO THIS WITHOUT YOU.





E IIIIIIIIIIIIIIIIII BUDGET BREAKDOWN

WHAT IT COSTS: \$295,000 WHERE DOES THE MONEY GO?





PRODUCTION/ARTISTS 56%

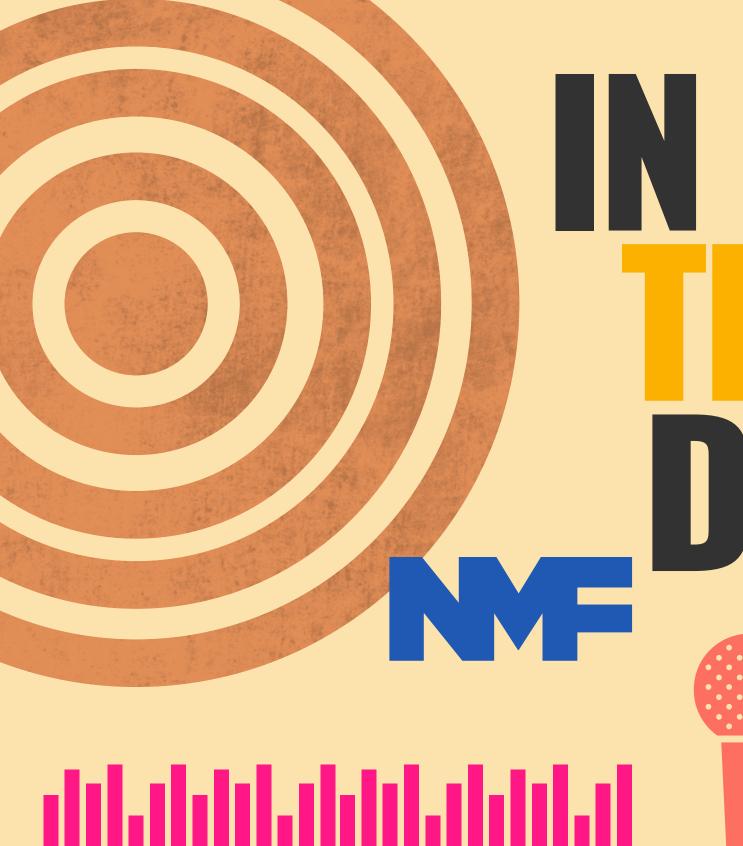
LOGISTICS 19%



ADMIN & STAFF 17%



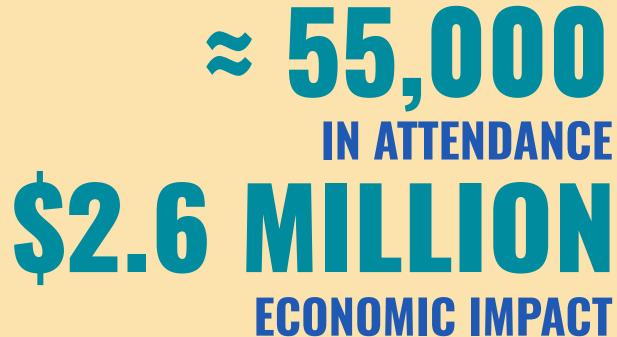








220+
PERFORMANCES





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

ONLINE & MEDIA G PRESENCE



33,000 FOLLOWERS FB.COM/NORMANMUSICFESTIVAL

OCTOBER 2024 – APRIL 2025

322

PRESS MENTIONS

318.6M

MEDIA IMPRESSIONS

\$528,500

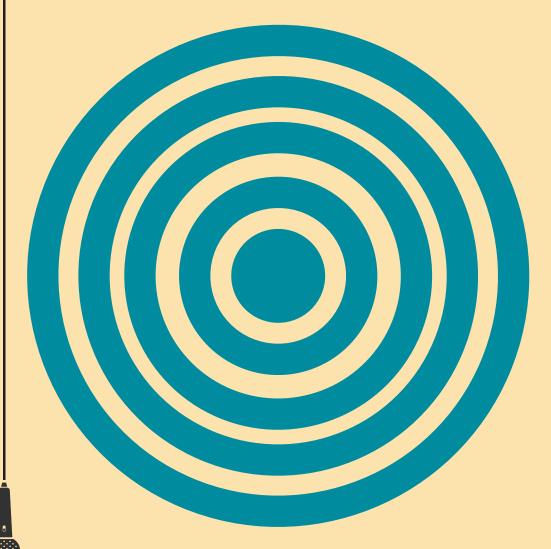


11,800 FOLLOWERS @NORMANMUSICFESTIVAL



PUBLICATION OF OFFICIAL NMF ARTISTS PLAYLIST EACH YEAR

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



of the more than 55,000 folks, 53.490 colors were from norman

46.51%
WERE FROM OUTSIDE OF NORMAN

FOLKS CAME ON FROM CONFERENT STATES

THOSE HUMANS BOOKED

310 HOTEL ROOMS

746
ROOM NIGHTS

\$8,717





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 \$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

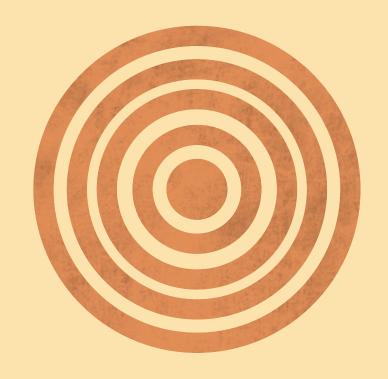
HOW CAN WE SAY THANK YOU **FOR HELPING US THROW** THE BEST **PARTY IN OKLAHOMA?**



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



BRAND SEPARATION BRAND EXCLUSIVITY PHYSICAL SPACE NAMING RIGHTS





BEST NATIVILIBILIBILIST FESTIVALIST LOCATION:

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

MP

\$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.

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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