



Purpose and Vision



1

*Legacy Festival
& Year-round
events and
programs*

Angeline Schwab,
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History

Headquartered in historic Hazelwood School in Waynesville, NC, Folkmoot is known as North Carolina's International Folk Festival, now in it's 35th year. During its history, the two week event has featured almost 8,000 international performers from close to 200 countries from around the globe. In 2014, Folkmoot began the intentional process to become a year-round cultural development organization.

Vision

The Folkmoot Friendship Center is a multi-stakeholder cultural development organization serving the entire Western North Carolina region. Folkmoot is in the process of rehabilitating and repurposing the historic Hazelwood School, the "Folkmoot Friendship Center" into a year-round incubator for cultural engagement, community development and educational enrichment. At our renovated campus we host weddings, community celebrations, educational events, youth camps, cooking classes, arts events and conferences. Our commercial kitchen is suited for caterers and value-added food production. Our cafeteria holds 200 people for our international friendship dinners. The multi-purpose room is used for dances and arts and crafts sales. The auditorium is a venue to showcase local, regional, national and international talent. Building B is suited for a hostel space for traveling performers, outdoor interest groups of bicyclists, birders, hikers and performing arts groups.

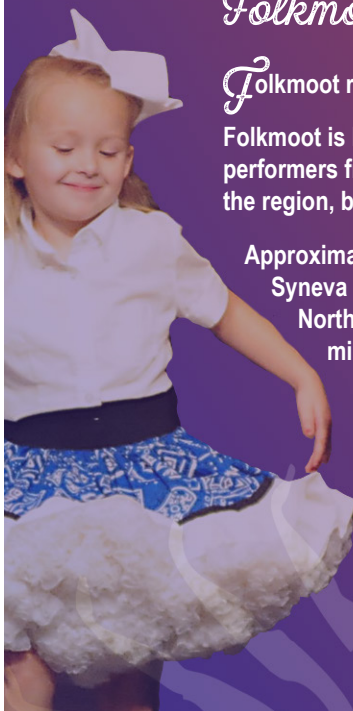
Purpose

Folkmoot is a 501(c)3 nonprofit organization that fosters community through the vibrancy of many cultures. Folkmoot programs are based on cultural exchange and designed to build global relationships and foster cultural understanding.

Philosophy

As an organization built on decades of international festival experiences, we believe that sharing global culture in rural communities broadens individual perspectives and changes lives. Folkmoot creates opportunities for individuals and communities from across the globe to build a deeper sense of connection, mutual respect and shared purpose.

Folkmoort Facts



Folkmoort relies on donations, sponsorships, memberships and grants to support programs.

Folkmoort is held annually during the last two weeks of July and hosts 200+ international performers from 6-10 countries each year. These performers participate in 30 shows across the region, between Cherokee and Hickory.

Approximately 75,000 people attend Folkmoort events each year. Based on a 2014 study by Syneva Economics, the Folkmoort Festival attendees create \$9.2 million impact in Western North Carolina. This economic activity support 110 local jobs and generates \$1.27 million in tax revenue related to consumer-driven commerce.

Folkmoort USA is a member of CIOFF - International Organization of Folklore Festivals and Folk Art, in partnership with UNESCO.

For 24 years, the Southeast Tourism Society names Folkmoort as a "Top 100 Event in America."

Each year, hundreds of international groups apply to perform, but only 6-8 are named. Folkmoort brings new performers each year, only allowing returning countries after three years.



Pledge Form • Festival Sponsorship

Thank you for your support! For information on the benefits that accompany each sponsorship level, please refer to page one.

2

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Company Name

Contact Name

Job Title

Address

City, State, Zip

Telephone

Email

Signature

Date:

Sponsor level

Benefits

I have enclosed a check for: _____

Please invoice me for: _____

Please email completed form to:

angie@folk moot.org

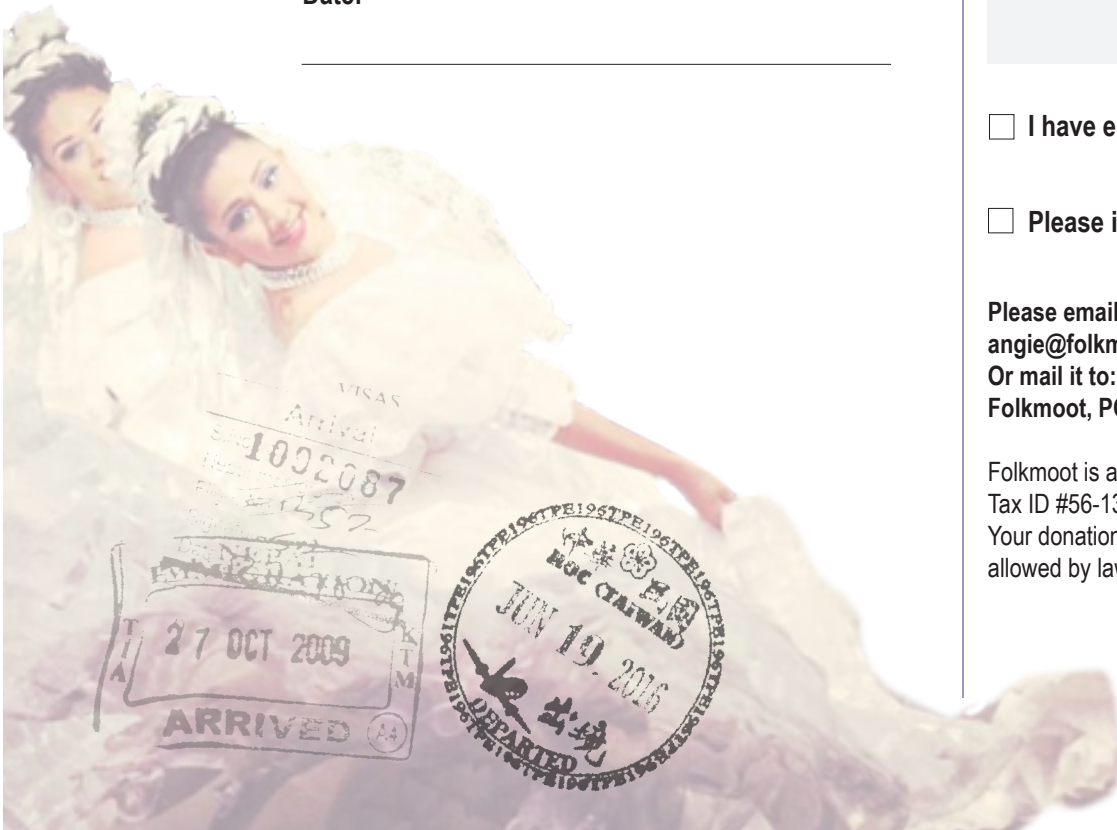
Or mail it to:

Folk moot, PO Box 658, Waynesville, NC 28786

Folk moot is a 501(c)(3) nonprofit organization

Tax ID #56-1369199

Your donation is tax deductible to the extent allowed by law.





Festival Sponsorships

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3

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Legacy Festival Events

Folk moot's legacy festival is an international dance and music gathering held each July across the southern mountains of North Carolina

Cherokee World Cup

An afternoon of cultural games with eight international countries, Cherokee stickball players and regional ethnic groups.

International Day

A full day outdoor celebration of international folkdance, 80 arts and crafts vendors, local beer and food trucks.

Many Cultures Day

An outdoor family event with youth performances, dance lessons, cultural activities, and international foods.

Hazelwood Mootenanny

An Americana music event featuring southern Appalachian foods and beverages.

Parade of Nations

A procession of world culture through downtown Waynesville featuring dancers, musicians, puppets, stiltwalkers, and international flags.

Folk malt

A music, craft beer and food truck fair featuring live bands, dance groups, international cultural foods and beverages.

Year-Round Programs

Folk moot is a year-round center for cultural engagement with a focus on programs and events that celebrate diversity

Friendship Dinners

A family-friendly dinner event featuring cultural cuisine, educational presentations and fun activities presented by international friends and community members.

Southern Storytellers

Southern authors present a 40-minute talk about their writing, accompanied by an illustrative food and beverage menu, audience questions, musical performances, visual art displays, dance, and/or panel discussions.

Songwriters in the Round

Begun in Balsam in 1996, this popular event is now hosted at the Folk moot Center. In-the-round shows featuring award-winning Nashville area songwriters.

Second Saturday Markets

An evening of good food, board games, live music and local vendors held at the Folk moot Friendship Center.

Basic and Customized Sponsorship Benefits

(\$999+)

Gala preview tickets • Commemorative guide listing • Website listing • Social media acknowledgement
Stage recognition • Wristbands or lanyard logos • Re-useable logo cups or tasting glasses • Latenighter invitations

Sponsorship Levels

\$20,000	\$10,000	\$5,000	\$2,500	\$1,000
Presenting sponsor	Stage banners	Logo on t-shirts	Fence banners or flags	Logo on Folk moot website
Half-page ad commemorative guidebook ad	Reserved parking at Friendship Center events	Booth space at select events	Logos on printed material	Logo on Folk moot newsletter
Year-round recognition at Friendship Center events	VIP access		Private event performance	
	Naming rights to specific tent or activity area			
	Quarter-page commemorative guidebook ad			



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Legacy Festival Events

Attendance estimates

Seated "Legacy" Performances	5,500 +
International Festival Day	20,000 +
Parade of Nations	15,000 +
Many Cultures Day	2,000 +
Hazelwood Mootenanny	800 – 2,000*
FolkMalt Beer and Food Truck Fair	800 – 2,000*
Cherokee World Cup	150 – 500*

* First Year Event

Year-Round Events

Attendance estimates

Friendship Dinners	9 events, 1,500 guests
Southern Storytellers	6 events, 1,000 guests
Nashville Songwriters in the Round	6 events, 2,000 + guests *
Saturday Markets	8 events, 1,500 + guests *

* First Year Event

Digital Insights



5,200 + followers/ 5+ weekly posts



1,374 + followers/ 5+ weekly posts



3,700 recipients/ Monthly



Website: 150 visits per week

Ticket Buyers

Legacy Festival

WNC	48%
Southeastern US	26%
Central/Coastal NC	19%
Northeastern US	3%
Western US	2%

Year-Round Events

WNC	85%
Southeastern US	8%
Central/Coastal NC	5%
Northeastern US	3%
Western US	2%