



Porcupine Mountains Music Festival

2 Days of Music in the Wilderness presented by The Friends of the Porcupine Mountains Wilderness State Park, a 501(c)3 Not-For-Profit Corporation

PO Box 224, Ontonagon, MI 49953

Dear Past & Potential Advertiser,

The Porcupine Mountains Wilderness State Park will be the site of the 17th Porcupine Mountains Music Festival, August 25 - 26, 2023. The festival takes place at the Winter Sports Complex (Ski Hill/Chalet area) and it is held annually the weekend directly before Labor Day holiday weekend. The Friends of the Porcupine Mountains Wilderness State Park, a non-profit 501(c)(3) organization, presents the festival and the majority of the performers booked are national or international acts.

In 2022 the music festival experienced attendance of 1,657 people. Many loyal attendees return each year and some extend their travel plans beyond the festival dates to enjoy all that Ontonagon County has to offer. Some have purchased homes in the area, or are making plans to retire here. Some of our performers have returned to the area to vacation with their families.

Staging an event of this size is a significant financial commitment and we ask for your support by remaining, or becoming, a supporter/advertiser in our annual festival program guide. We are very excited to be offering the program guide, not only in hard copy version locally and at the festival, but also online via our website and social media site reaching many potential customers. The program guide will go live on our website from late July through March 2024, maximizing your ad benefit. The festival has a very strong social media presence and the festival's website is promoted widely through underwriting messages on public radio in MI, MN, WI, and IL., most notably on the Sunday evening program "Simply Folk", which airs every Sunday throughout the entire state of WI.

Your advertising in the program guide shows strong community support for the music festival, something that the granting agencies look for when grading our applications in consideration of providing funding support to our remote and artistically underserved region. The music festival has received \$24,000 in grant support from the Michigan Arts and Culture Council, the entire amount being applied towards a portion of this year's performing artist fees. This grant support received makes it possible for us to bring such quality performers to Ontonagon County.

Enclosed is a sheet outlining the festival's advertising options. We ask for your consideration and support to help the music festival stay strong for years to come. Deadline for receipt for ad copy and payment is Friday, July 7, 2023. For more information about the music festival visit www.porkiesfestival.org. Please feel free to email (minnow141@gmail.com) or call (906-201-1165) with any questions!

Thank you,

Donna Wilber

PROGRAM GUIDE ADVERTISING OPTIONS

CHOOSE ONE: (all ads must be in black & white, NOT COLOR)

- Same ad as before with no changes (*see attached printout of ad*)
- Full page\$450
- 1/2 page\$225
- 1/4 page\$115
- 1/8 page\$ 70
- Text listing & website link\$ 40 (*3 lines of text, 40 characters per line*)

BUSINESS NAME _____

BRIEF DESCRIPTION _____

WEBSITE/FACEBOOK PAGE _____

NOTE: 1/16 page ads are no longer available.

The ad sizes are based on 8 7/8" x 11" page with 1/2" margins, please see attachment.

Camera-ready ads are recommended, although we can do some minimal layout and typesetting. Website links will be in the form of clickable links in our online, digital program guide which will be posted on our website, www.porkiesfestival.org.

BUSINESS NAME _____

ADDRESS _____

CONTACT PERSON _____

PHONE NUMBER _____

EMAIL ADDRESS _____

WEBSITE _____

DEADLINE: Ads must be confirmed and in-hand, along with payment in full by 7/7/23.

MAKE CHECKS PAYABLE TO "FRIENDS OF THE PORKIES"

MAIL ALL PAYMENTS AND AD COPIES TO:

**PMMF PROGRAM GUIDE
C/O CHERYL SUNDBERG
P.O. BOX 224
ONTONAGON, MI 49953**

EMAIL CAMERA-READY AD COPY TO:

**Jennifer Jackman
jenniferkjackman@yahoo.com**

Margins: 1/2" all around

Overall program dimensions:

8-7/8" wide x 11" high

Full page ad:

7-7/8" wide x 10" high

1/2 page:

7-7/8" wide x 4-15/16" high

1/8 page:

3-7/8" wide x 2-3/8" high

1/4 page:

3-7/8" wide x 4-15/16" high

**Text listing with
online website link:**

(3 lines, 40 characters per line limit)

Business name

Business description

Website or FaceBook page URL