



Help launch an annual festival of community, creativity, and the common good. A bold experiment for better lives and a better world, embodying imagination, spirituality, social action, and playful connection – defined above all by the practice of love.

The world runs on stories – the big narratives that fuel the ways we live in this world and relate to one another. **Our stories can liberate or oppress, encourage reconciliation or further separation, inspire new life or even bring death.** But when we become conscious of our stories, we can begin to change them.

Believing that “the best criticism of the bad is the practice of the better,” the New Story Festival seeks to lead us into a better story – one that encourages growth and liberation, healing and harmony. We will gather artists, teachers, activists, spiritual practitioners, and other social innovators to share their creativity, practices, and stories at a three-day, outdoor festival of 1,000-3,000 people on the campus of Huston-Tillotson University, right in the heart of Austin. **There will be music, art, and stories, speakers and workshops, conversations both formal and spontaneous, helping us step into a better story – one with the potential to transform both Austin and the world.**

Because the New Story Festival is energized by the progressive Christian tradition, it is spiritually inclusive, inviting *all* who share these values, from any faith or none, to join together in shaping a better world. Those from historically marginalized groups – women, persons of color, indigenous, immigrant, and LGBTQ+ individuals – are an especially integral part of our leadership, programming, and audience.

There will be words and ideas, sound and vision, laughter and dancing, intimate conversations and moments of silence – a temporary embodiment of a story whose energy will last the whole year round.



WAYS TO CONTRIBUTE TO THE NEW STORY FESTIVAL

Promoting – enthusiastically promote the festival through your organization’s communication channels

Networking – connect us to other like-minded organizations to help grow the festival community

Programming – submit proposals to bring in artists or speakers that would resonate with your community

Economic Diversity – contribute to our scholarship fund and/or offer accommodations for attendees

Logistics – offer in-kind donations of equipment or expertise in exchange for promotional opportunities

Sponsorship – fund the festival and promote your own work at the same time **(see reverse for details)**

Please contact us to discuss ways your organization would like to contribute to the festival and the promotional benefits we can provide in return.

Visit www.newstoryfestival.com



SPONSORSHIP OPPORTUNITIES

The New Story Festival offers like-minded organizations the opportunity to get your name, products, and services in front of a large targeted audience with intrinsic interest in your work. We offer the following sponsorship levels:

CONTRIBUTOR - \$500

- ✓ Table in the exhibitor's tent
 - ✓ Your organization's logo in souvenir program
 - ✓ Logo and link on the New Story website
 - ✓ 1 festival pass
- Estimated Cash Value of Sponsorship: \$600

SUPPORTER - \$1,200

- ✓ 1 Exhibitor Booth spot
 - ✓ Quarter-page ad in souvenir program
 - ✓ 1 book/album of your choice in the on-site bookstore
 - ✓ Logo and link on the New Story website
 - ✓ 3 festival passes
- Estimated Cash Value of Sponsorship: \$1,600

PATRON - \$5,000

- ✓ 1 Exhibitor Booth spot
 - ✓ Half-page ad in souvenir program
 - ✓ Distribution of your brochure/swag to every attendee
 - ✓ 3 books/albums of your choice in the bookstore
 - ✓ Logo and link on the New Story website
 - ✓ 6 festival passes
- Estimated Cash Value of Sponsorship: \$6,000

BENEFACTOR - \$10,000

(only five sponsorships available at this level)

- ✓ 1 Exhibitor Booth spot
- ✓ Full-page ad in souvenir program
- ✓ Distribution of your brochure/swag to every attendee
- ✓ 1 product promotion via festival email/social media
- ✓ Program 1 speaker/performer (pending approval)
- ✓ Your banner on a festival program venue
- ✓ 5 books/albums of your choice in the bookstore
- ✓ Logo and link on the New Story website
- ✓ 15 festival passes

Estimated Cash Value of Sponsorship: \$13,200

MAJOR SPONSOR - \$15,000

(only three sponsorships available at this level)

- ✓ 1 Premium exhibitor booth location (near main stage)
- ✓ 2-page centerfold ad in souvenir program
- ✓ Distribution of your brochure/swag to every attendee
- ✓ 2 product promotions via festival email/social media
- ✓ Program 3 speakers/performers (pending approval)
- ✓ Your banner on the festival main stage
- ✓ Your organization thanked during a main stage event
- ✓ 10 books/albums of your choice in the bookstore
- ✓ Logo/link on the New Story website & festival emails
- ✓ 25 festival passes

Estimated Cash Value of Sponsorship: \$20,800

PREMIER SPONSOR - \$25,000

(only one sponsorship available at this level)

- ✓ 1 Premium exhibitor booth location (near main stage)
- ✓ Full-page, inside cover ad in souvenir program
- ✓ Distribution of your brochure/swag to every attendee
- ✓ 3 product promotions via festival email/social media
- ✓ 1 exclusive promotional mailing to festival email list
- ✓ Dedicated tent for your exclusive programming (pending approval)
- ✓ 5-minute promo during an evening main stage event
- ✓ Your banner on the festival main stage
- ✓ 15 books/albums of your choice in the bookstore
- ✓ Logo/link on the New Story website & festival emails
- ✓ 50 festival passes

Estimated Cash Value of Sponsorship: \$33,350

In addition to your financial contributions, we also ask that all our sponsors help promote the festival as widely as possible.

These levels and benefits are flexible, so please contact us with any specific requests or proposals.

CONTACT

Mike Clawson & Gareth Higgins, Festival Co-Hosts
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When we deny our stories, they define us.
 When we own our stories, we get to write a brave new ending.
 ~Brené Brown~

Visit www.newstoryfestival.com