



137th Annual Meeting of the American Folklore Society

**October 18-21
Atlanta, GA**

**November 12-14
Virtual**

Sponsor, Exhibitor and Advertising Opportunities



**AMERICAN
FOLKLORE
SOCIETY**



About the American Folklore Society

The American Folklore Society (AFS) is the U.S.-based professional association for folklorists and others connected to heritage and traditional arts. AFS encourages and disseminates research, promotes the responsible application of research, issues publications, and advocates for the continued study and teaching of expressive culture.

AFS embraces an inclusive view of cultural creativity, advocates for respect across cultures, and educates the public and policymakers by amplifying the significance of traditional culture. AFS has published the *Journal of American Folklore* since 1888 and convenes an annual meeting to share scholarship and ideas. Almost half its 2,000 members practice outside higher education as public folklorists, arts administrators, freelance researchers, librarians, museum curators, and others involved in the study of folklore and traditional culture.

About the Annual Meeting

Every year the American Folklore Society hosts its Annual Meeting, the largest single gathering anywhere that is devoted to folklore.

Over 900 scholars, cultural workers, practitioners, artists, educators, and more come from around the world to enjoy a wide variety of presentations, discussions, films, workshops, and concerts, to learn about current work, and to make or renew contact with others in the field.



Overview of Sponsorship Opportunities

Thank you for considering to become a Sponsor of the AFS Annual meeting!

Lead Sponsor, combined support of \$25,000 or more
Level I with combined support of \$10,000 or more
Level II with combined support of \$5,000 or more
Level III with combined support of \$2,500 or more
Level IV with combined support of \$1,500 or more

Gifts of \$1,500 or less are equally important to AFS, and are listed as “additional contributors” in sponsor materials if received before the deadline.

Sponsor Deadline: September 1, 2025

Payments can be made online at
<https://americanfolkloresociety.org/>

For any questions, special considerations, or to request an invoice
please write us at annualmeeting@afsnet.org.

Contributions to AFS, a non-profit organization, are tax-deductible to the
extent allowed by law. EIN: 23-1627523

Lead Sponsor \$25,000+

Flagship Event Sponsorship with custom support package

Perks can include:

- **Invitations to the Sponsor Reception and Events**
- **Prominent visibility in all sponsor signage**
- **Full page Ad in Notebook and Program**
- **Special Flagship online promotions**
- **10 Guest AM Registration**
- **Custom perks- Special event/reception sponsor, program inserts, sponsor table or other recognition**

Level I \$10,000+

Perks can include:

- **Invitations to the Sponsor Reception and Events**
- **Prominent visibility in all sponsor signage**
- **Full page Ad in Notebook and Program**
- **Special Flagship online promotions**
- **8 Guest AM Registration**
- **Custom perks- Special event/reception sponsor, program inserts, sponsor table or other recognition**

Level II \$5,000+

- **Invitations to the Sponsor Reception and Events**
- **Prominent visibility in all sponsor signage**
- **Full page Ad in Notebook and Program**
- **6 Guest AM Registration**
- **Custom perks- Special event/reception sponsor, program inserts, sponsor table or other recognition**

Level III \$2,500+

- **Invitations to the Sponsor Reception and Events**
- **Listing on sponsor signage**
- **1/2 page Ad in Notebook and Program**
- **4 Guest AM Registration**

Level IV \$1,500+

- **Invitations to the Sponsor Reception and Events**
- **Listing on sponsor signage**
- **1/2 page ad in Notebook OR Program**
- **2 Guest AM Registration**



Exhibitor & Advertising

Thank you to our ongoing network of exhibitors, publishers and public agencies that exhibit and advertise at the Annual meeting.

Consider adding on additional funds to reach the Sponsor support and enjoy networking perks and increased visibility.

Exhibit Room Space

of Tables Rates

- 1 Table \$300
- 2 Tables \$500
- 3 Tables \$600

Print Program

Advertising

Black and White Ad Rates by Size

- Half Page \$600
- Full Page \$750
- Additional pages \$500/ea

Notebook Advertising

Black and White Ad Rates by Size

Half Page (landscape) \$500

Full Page (portrait) \$650

2-page spread \$1100

Additional pages \$450/ea

**Confirmations due:
September 1, 2025**