



# North Shore Folk Festival Sponsorship Program

**North Shore Folk Festival, Salem MA, at Historic Old Town  
Hall, 32 Derby Sq**

Evoking the sights sounds, and smells of a springtime music celebration...the North Shore Folk Festival (in historic Salem MA) brings you the finest in local/regional art and music. Proudly last year (our 3<sup>rd</sup> annual) we saw growing crowds of smiling faces from the immediate community and abroad. For our fourth annual, we would like to make it one to remember and include your company as one of our sponsors. If this sounds like an atmosphere that would be conducive for your company's products or services, then The North Shore Folk Festival's number invites you.

Our sponsorship program offers experiential marketing opportunities that help emotionally connect your company to your customers and prospects. We hope you'll consider joining The North Shore Folk Festival's sponsorship family. We are confident that the sponsorship programs we are propose will encourage customer loyalty and demonstrate your relevance to consumers and the community.

## **Benefits of Being an NSFF Sponsor**

The North Shore Folk Festival is one-day event featuring over 12 musical acts as well as artisans from the area. The historic town of Salem MA also offers activities for visitors to enjoy throughout the entire weekend. The Old Town Hall indoor venue offers your company a most pleasurable atmosphere for consumers to receive YOUR message.

**Listed below are benefits associated with event sponsorship to NSFF ~ The North Shores number one event:**

- Over 400 on-site visitors within a 10 hour period
- Media and Public Relations opportunities: Corporate image enhancement through grass-roots community involvement and statewide media campaigns
- Local Radio opportunities
- Direct access to consumers through on-site product distribution and sampling (vendor tables)
- On-site signage
- Advertisement exposure in Festival official program, posters and, flyer distribution
- Company staff participation opportunities
- Attachment to Festival website ([www.northshorefolkfestival.com](http://www.northshorefolkfestival.com))
- Promotion and Marketing through Social Networking avenues i.e. Facebook, and Twitter. Exposure to over 4000 potential consumers...and growing.

**Facts about the North Shore Folk Festival**

- Festival Director/Organizer is John Kane, M.ED (arts and learning). Doctoral Student, Arts in Leadership at Franklin Pierce University.
- The estimated annual attendance at the North Shore Folk Festival is around 350 ~450. Attendance figures are the result of a cross reference of ticketed venue counts.
- The Festival Is held at Old Town Hall in Salem MA. This is the earliest surviving municipal structure in Salem, Massachusetts (dating from 1816-17) and an outstanding Federal Style building. The second floor of the building, Great Hall, has always been used as a public hall, and contained Town offices until 1837. The first floor, originally designed as a public market, is now being used as a public art space, in conjunction with Artists Row in the Marketplace.

**Community Benefits**

- Community pride
- Every year the festival hosts a food can drive benefiting local food pantries.
- The tradition of a festival -- encourages people to stay involved in the community – with a growing number of proud volunteers on site

## Contribution to arts/culture

- Local arts and crafts representation and support
- The extended promotion of musical performances of local and regional acts

### *NSFF Sponsor Levels!*

- **\$100.00 = Poster and Handbill Listing**
- **\$200.00 = Poster, Handbill, NSFF Website**
- **\$300.00 = Business listing will be Included in a NSFF Radio AD (104.9 North Shore, or 92.5 The River), repeated NSFF Facebook blasts and a 4x4 table at the event with all of the above benefits.**

### *What people are saying about the North Shore Folk Festival!*

#### **SalemNews.com, Salem, MA**



### **“Citizen Kane Founder of new North Shore music festival in it for community, not cash”**

*By Larry Claflin Jr.*

*Even though John Kane was born almost two years after Woodstock, the Salem resident draws a lot of inspiration from the 1969 music and arts festival.*

*Each year in mid-August, around the anniversary of the historic, three-day concert, Kane listens to his original Woodstock albums, thumbs through the jackets and pores over autographs he's collected over the years, from performers like Arlo Guthrie, Joe Cocker, Joan Baez, Richie Havens, members of Jefferson Airplane and others.*

*"I keep them tucked away," Kane, 38, said of his cherished live records. "When I play them, I think of the connection between music and arts."*

*It's always been a dream to merge the two on a large scale, similar to the festivals of the '60s," continued Kane, a doctoral student in arts leadership at Franklin Pierce University in New Hampshire.*

*Kane's dream will be realized Saturday at the inaugural North Shore Folk Festival, inside Old Town Hall in Derby Square, Salem. The all-day concert will feature performances by folk musicians from around the region, and area artisans will display and sell their work.*

*The musicians — who have all donated their time — cover several musical genres.*

*Artists like Thea Hopkins will represent traditional folk, while Treebeard should please folk-rock fans. Also, the Dirt Naps (bluegrass), 10-foot Polecats (Delta blues) and Shoheen (singer-songwriter) will play. A local singer-songwriter, Peter Mercier of Salem, will also perform.*

*The festival will be acoustic or with minimal amplification, according to Kane, who said he is amazed with the acoustic quality of Great Hall, on the second floor of Old Town Hall. Also, the fact the hall has been used as a public space since it opened in 1817 is fitting.*

*"The structure and (its) history I felt complemented music itself," Kane said. "Seventy-five years ago, people would gather at meeting places and town halls to sing about labor issues and union issues. I felt Old Town Hall was an appropriate venue for this genre of music."*

*Besides securing the room, Kane — the festival's founder — also serves as its booking agent, graphic designer, promoter and ticket-sales agent.*

*"I'm my own street team, basically," said Kane, who has distributed posters and cards from Cambridge to Portland, Maine.*

*Depending on the folk festival's success, Kane said it could evolve into a nonprofit organization supporting local, community-based charities like food pantries, for example.*

*"If we merge arts, music and community ... who knows where it will go?" he said.*

*Like the musicians, Kane is also donating his time. He said he'd be lucky if the show breaks even.*

*"I'm in this to pull together artists and musicians for a one-day, fun event," Kane said. "I'm not in this for any money."*

## **“First North Shore Folk Fest draws hundreds to Old Town Hall”**



Courtesy photo by Andrea Watson

**Rising Tribe band members Tiffany Gassett and Clara Kebabian (from left) perform.**

**By William Routhier/salem@cnc.com**

*Salem —*

*Throughout last Saturday, May 16, sounds emitted from Salem’s historic Old Town Hall that harkened back to folk festivals of decades past.*

*You could hear the strumming of guitars and voices singing songs of love, blues, personal narratives, politics and the renewal of hope. While a speaker system and small amplifiers were used, the overall sound of the festival was decidedly acoustic.*

*If you closed your eyes while the opening band, Boston’s The Dirt Naps, played their authentic style bluegrass music, you might think you were listening to a band plucking and singing on a front porch in the Kentucky Hills.*

*The authenticity of the music was a theme that ran throughout the day. North Shore Folk Festival producer and organizer, Salem resident John Kane, chose bands representing a diverse spectrum of acoustic music. All of the music performed throughout the day showed displayed roots firmly planted in the folk and blues traditions.*

*The main music took place on the upstairs stage of the hall, while downstairs in the main building, there were tables where you could browse, buy handmade jewelry and other artisan products, have your face painted, see art displayed and also hear occasional performers play.*

*The crowd, which Kane estimated as 200 people overall (Old Town Hall holds 250), included young and old, music aficionados and parents with children in tow, all of whom were able to enjoy a peaceful, well organized day of enjoyable sights and sounds.*

*The music ran from 1-7:30 p.m., with each performer playing for a half hour. The friendly and helpful all-volunteer staff kept the performers to a professional schedule, with little wait time between the acts. Midday, there was a short, 15-minute intermission.*

*The performers who played on the main stage were, in order of appearance: The Dirt Naps, Rising Tribe, The Ten Foot Polecats, Shoheen, Michael Murray, Treebeard, Francis Doughty, Avi Jacob, Thea Hopkins, Kevin G. Moore and Kathy Apt. Downstairs in the artisan's area, Peter Mercier and Christopher Davis performed.*

### ***The peoples' music***

*The Ten Foot Polecats played Mississippi and Memphis blues, which rang true to its sources. Unabashed blues enthusiasts, the band has traveled south to hear the music of those areas first hand. Rising Tribe combined wistful folk tunes with their love of reggae.*

*Shoheen, originally from the West African island of Lagos, captivated the crowd with his intimate songs and storytelling, bringing the entire hall to a hush. Fittingly, his adopted stage name derives from an old Celtic word which mothers would use to quiet their children before sleep.*

*Michael Murray's folk originals, with his strong singing and musical dynamics, ended the first section of the music.*

*Treebeard offered an eclectic blend of styles, including reggae, jazz and folk. Francis Doughty's virtuoso guitar instrumentals dazzled, reminding one of guitar master Leo Kottke. Avi Jacob's sincere vocals and unadorned "new depression" songs were a clear breeze, sung in a style evoking both folk and country music.*

*Boston's Thea Hopkins played narrative songs she calls "American Short Story Folk." Hopkins, who has received numerous songwriting awards and has had one of her compositions recorded by Peter, Paul and Mary, is of African American, Wampanoag, Irish, French and Portuguese heritage. She displayed her clear, striking, soulful voice, which could be said to fall somewhere in between the singing of Tracy Chapman and Joan Baez.*

*Kevin G. Moore, originally of Wakefield, Mass., who has been playing folk music since the age of 13, spent 10 years playing music in Anchorage, Alaska. He displayed deft finger picking, heartfelt songwriting and vocals. Peter Mercier, Christopher Davis performed downstairs, playing their folk and folk-rock based music, respectively. North Shore resident Kathy Apt closed out the festival upstairs, with a three-song set of her blues influenced songs.*

*Smiles were abundant throughout the day, whether they were on the faces of toddlers or those old enough to have gone to the legendary folk festivals of the past. The setting of the Old Town Hall gave the event a feeling of timelessness and history, as well as an air of quiet respectfulness.*

*Kane is planning to have another North Shore Folk Festival next year. He is already posting a mailing list for those interested in performing or participating in next year's festival.*

*"Everyone involved was so supportive," Kane says of the inaugural event. "I now have the additional knowledge to accommodate what this year's festival may have lacked. This was a learning experience for*

*me and it has been a pleasure. I reveled in seeing folks come out to celebrate new music within such wonderful venue.”*

*On the festival’s Facebook page, Kane proclaims, “Until next year, folks! Thank you to all who made it out to the NSFF ... it was a great success.”*

## **“North Shore Folk Festival headed to Salem”**



Courtesy photo

**Featured band The Ten Foot Pole Cats are a Massachusetts group that plays North Mississippi style blues boogie.**

**By William Routhier/salem@cnc.com**

*Salem- If you wait long enough, whatever’s old becomes new again. John Kane, founder of the first North Shore Folk Festival, coming to Old Town Hall in May, is a man with a vision — to recreate the sights and sounds of a ‘60s music and arts festival here in Salem.*

*In a smaller way, that is, at least to start. Kane, who is 38 and missed the folk festivals and Woodstock, nonetheless feels a kinship with the spirit that guided those events.*

*“Even though I was born in 1970, I still caught that ‘60s festival vibe from teenagers and babysitters and parents, watched the videos of Monterey and Woodstock. I’m trying to put some of that spirit into this,” he said.*

*The germ of the idea for the festival came out of his work on a previous project Kane held at Salem’s Front Street Coffee House in 2008. He presented an exhibit of photos he’d taken of the rock band, Rush, in conjunction with a Rush tribute band, who played nearby at the Dodge Street Grill. The exhibition of art and music presented together gave birth to the idea of the folk festival.*

*When he put out the call for performers in December of 2008, Kane was inundated with responses, so many that he’s already got a long list of performers requesting spots at next year’s festival. The roster of musicians he picked for this year’s event is bursting at the seams with talent, presenting as well a diversity hearkening back to folk festivals of old. There will be no alcohol served at the event, which is non-smoking and general admission.*

*“I wanted to create an event just about the music and the arts,” he said. “To have a day where people can bring their children, sit down, where senior citizens can come and everyone feel comfortable, an event for all ages.”*

*The North Shore Folk Festival will take place in downtown Salem on May 16, and will run from noon to 8 p.m. A bluegrass band, The Dirt Naps, will open the event. Also featured are The Ten Foot Pole Cats, a Massachusetts band who play North Mississippi style blues boogie. Shoheen is a distinctive singer/songwriter, whose haunting vocals and intricate guitar work bring to mind Dave Matthews and Jeff Buckley. Berklee graduate Adena Atkins sings lovely song poems to delicate keyboard accompaniment. Francis Doughty is an acoustic 6- and 12-string guitar player, who has been compared with guitarist Leo Kottke. Thea Hopkins plays guitar and sings in the more traditional folk style. The rest of the list of performers can be seen on the festival website.*

*Kane, who has a Masters in Education from Endicott College, is working on his doctorate in Arts Leadership at Franklin Pierce University. Also an artist and musician, Kane did the graphic design for the poster and website, and is funding and running the festival himself, with support from Salem businesses Creative Link, The Front Street Coffee House and Boston Web Studio.*

*Kane exudes a robust, infectious optimism in which he sees no problems, only solutions. His spirit captures both the heady sense of ‘60s possibilities and the practical business sense of how to get things moving and accomplished. He would like to see the scope of the festival develop and grow in coming years to include larger venues, literary events and the involvement of Salem and North Shore organizations. Ultimately, the intent of the North Shore Folk Festival is that it will become a non-profit event, benefiting the entire North Shore community.*

*“I call it the North Shore Festival, because as it grows, locations may change,” he said. “It would be so great to see this one day be a large outdoor festival.”*

*With his spirit of community outreach and organizational acumen, one doesn’t doubt that Kane’s vision will, in due time, become that reality.*

**“In its third year, North Shore Folk Festival is expanding”**



Courtesy photo  
**The Dirt Naps perform at last year's North Shore Folk Festival.**

**By William Routhier/ WickedLocalSalem.com**

*Salem, Mass. —*

*The third annual North Shore Folk Festival will be held again this year at Salem's Old Town Hall, Saturday May 7, from 1-7 p.m. (See event details at the bottom of this story.)*

*As in past years, the event was organized by John Kane, whose goal with the festival is to proudly "expose traditional folk music, by showcasing the best of up-and-coming performing artists."*

*The event includes a large roster of distinctive musicians, some from the Salem area, as well as a poet and MC. Also participating at the festival will be vendors displaying basket weaving, face painting, henna art, jewelry and pottery.*

*Kane, who founded the festival in 2009, began work on this year's event in October, first going through "a giant list of performers, finally whittling it down to the current list of musicians who will be playing." Kane, who teaches at York County Community College in Maine and Franklin Pierce University, NH, is also in school for his Doctorate in Arts Leadership.*

*"Three years ago I said to myself that I want to put something together, but I knew it would take time, that it would grow if it was a good quality event. I wanted to open it up to various artists and artisans, giving them an arena to exhibit their work and music, also giving back to the community, as we've done with the food drive," he said.*

*As in the past, those attending can bring two cans of food, or two non-perishable items, to the door and receive \$2 off their ticket price. The proceeds of the food drive this year go to Salem's Lifebridge.*

*The festival features the performers Mike and Ruthie, who were founding members of the very popular "subversive acoustic string band," The Mammals. The Mammals toured the world for seven years, playing their own gigs as well as all the major festivals. They also opened for Arlo Guthrie, during his 40th anniversary of Alice's Restaurant tour, which ended with a show at Carnegie Hall in New York.*

*In 2008, after the birth of their boy Will, Mike and Ruthie decided to leave the band in order to concentrate on their family. Playing now as a duo, their sophisticated songwriting and vocal harmonies have lead to comparisons to folk luminaries such as Simon and Garfunkel. Their CD "Million to One" has been garnering rave reviews from all quarters.*

*Two of the performers are returning from previous years, Avi Jacobs and Thea Hopkins.*

*Other notable artists performing at the festival are: singer Audrey Drake, Salem singer/songwriter Delvis, Salem-based folk/rock band The Willows, bluegrass banjoist Maggie Mackay, singer/multi instrumentalist Adam Rothberg, who's played with Joan Baez, poet George Jack, critically acclaimed songwriter Doug Kwartler, Americana duo Mark Mandeville and Raianne Richards, and vintage jazz and blues trio Outrageous Fortune.*

*Singer/songwriter U.S. Sam, from southeastern Massachusetts, will emcee the festival this year, a performer who Kane says, with smile, "has a big personality." The festival will be a liquor free event, which Kane felt was more desirable in keeping the family friendly atmosphere. In between acts, U.S. Sam will be announcing locations of bars and restaurants near to the Town Hall to the audience, directing them as to where they can have a drink, a meal or an ice cream cone.*

*Kane has been thinking about the possibility of staging the event somewhere outdoors in the future, making it a two or three-day event: "I've been looking at Todd Farm in Rowley, which is a beautiful site, but nothing has been solidified with that yet."*

*As far as this year's event, he says, "I have my own expectations, which are mainly just to keep presenting better and better music, make the event flow smoothly. I want to leave behind a legacy that something cool happened. It's a labor of love, up until the day of the fest it's constant work. I hope people come out, spend time with your family, come and go as you please, walk away with a greater perspective about music and art. There's so much difficult stuff going on in the world these days, hopefully we can take people's minds off that for a little while and give them an enjoyable day out."*

*"Folk, country, rock, americana, roots, blues, bluegrass, zydeco, african, appalachian, mexican, Salem's premier independent folk festival has something for everyone"*

*~Northshorebabies.com*

*"There is nothing like a day of music to help bring a community together, a place where families can share the love of music with their children, where friends can meet up, a place to discover new musicians who may become your new faves. It's always fun to have a celebration and that truly what this festival is all about...a celebration of music, art, and community....something we should do more of!"*

*~Sarahinthecity.blogspot.com*

### **North Shore Folk Festival Mission Statement**

The North Shore Folk Festival is Salem's premier independent folk festival. Our goal is to present the finest local and regional music and art. Each year Salem's Historic Old Town Hall hosts the festival. Our goal is to expose traditional folk music by showcasing the best of up-and-coming performing artists.

NSFF was created with the intent to foster the community and nurture the arts. In years to come NSFF will continue to expand with the inclusion of literary events, art shows and alternative performances, with notable guest curators to facilitate this evolution. NSFF exists to promote local musicians and artists, please join us for a spectacular event.

If you are interested in becoming a sponsor of The North Shore Folk Festival please contact Festival Director John Kane at 617 549 0365 or email him at northshorefolkfestival@gmail.com