The Northwest Folklife Festival is the largest community-powered arts and cultural festival of its kind in the nation. Hosted in the shadow of the Space Needle in Seattle Center, the Northwest Folklife Festival is a 48 year strong tradition with a quarter-million annual attendees.

When
May 22-25, 2020/ Memorial Day Weekend

Where
Seattle Center, Seattle, Washington

What
The 2020 Northwest Folklife Festival will feature 20+ stages of programming with 6,000+ performers, 200+ vendors, and a diverse cross section of attendees from King County and beyond. Every year since 1972, the Northwest Folklife Festival has brought a celebration of diversity and tradition to the heart of Seattle. The Festival exists to celebrate all forms of cultural expression and entrance remains accessible to all, asking attendees to donate rather than impose a ticket cost.

Who
250,000 festival attendees

Social
Facebook / Twitter / Instagram @nwfolklife

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Demographics & Digital Reach

Website
May 2019
362,340 views
126,700 unique visitors
Jan 1–May 31, 2019
1:45 time on site

Facebook
May 2019
657,585 reach
29,225 "likes"
21,500 views

Twitter
May 2019
154,100 impressions

Instagram
May 2019
28,575 impressions

Who is FolkLife?
With FolkLife’s wide variety of programming, it’s easy to reach the exact demographic you want. At the festival, there is something for everyone!

Annual Household Income
- Under $20,000
- $20,000–$39,999
- $40,000–$59,999
- $60,000–$74,999
- $75,000–$99,999
- $100,000–$124,999
- $125,000–$149,999
- $150,000 or over

Gender
- 63.5% female
- 36.5% male

Age Breakdown
- 12 or under: 6%
- 13–17 years: 12%
- 18–24 years: 13%
- 25–34 years: 12%
- 35–49 years: 20%
- 50–64 years: 33%
- 65 or over: 5%

This festival is accessible to all, without tickets or gates, and attracts participants that truly reflect the diversity of the Pacific Northwest.

Education
- High school or less
- Some college or vocational
- College or vocational graduate
- University graduate
- Postgraduate degree

Residence
- Seattle, Bellevue, or Kirkland: 53%
- Other King County: 12%
- Snohomish, Skagit, Whatcom, or Island Counties: 8%
- Pierce, Kitsap, or Thurston Counties: 7%
- Oregon: 6%
- Other: 14%

Ethnicity
- White/Caucasian: 61%
- Asian: 8%
- Black/African American: 4%
- Hispanic/Latino: 5%
- Native American/First Nations: 3%
- Pacific Islander: 1%
- Other: 14%

Your advertising & sponsorship dollars stay local. Over 60% of FolkLife fans live in King County.
### In Their Spare Time

#### Hobbies & Interests
- Reading books: 73%
- Listening to music: 75%
- Watching TV or videos: 72%
- Reading magazines: 56%
- Gourmet cooking: 43%
- Gardening: 39%
- Home improvement/construction: 38%
- Arts & crafts: 35%
- Playing video games: 30%

#### Favorite Causes
- Environment/conservation: 66%
- Human rights/civil liberties: 57%
- Children/youth: 41%
- Fine/visual/performing arts: 44%
- Green energy/alternative fuels: 51%
- Wildlife/animal welfare: 42%
- Poverty/hunger: 41%
- Housing/homelessness: 34%
- Women’s issues: 33%
- Medical research/disease awareness: 33%
- Gay/lesbian/bisexual/transgender: 28%
- Disability: 23%

### According to Them

- **62%** are likely or very likely to try a product or service if it sponsored the Festival.

- **64%** of Festival attendees are very likely to enthusiastically refer someone to something from the Festival.

- **70%** say they are very likely to support a business that supported the Festival over another business.
"It is hard to dispute the connection between healing and the arts. Our partnership with Northwest Folklife Festival affords both of our organizations the opportunity to uplift our Seattle community with access to share in the magic the arts and music can bring into one’s life. Seattle Cancer Care Alliance is immensely proud and committed to this partnership and our shared purpose."

—Holly Rosenfeld, Director of Marketing & Communications
Seattle Cancer Care Alliance
Presenting Sponsor since 2016
What the media is saying about Northwest Folklife:

“At the Folklife Festival, people embrace their own cultures and share others—an approach we should take all year. The festival is a celebration of the many cultural roots that nurture our community, and it’s organized in a way that encourages everyone to get at least a little taste of something outside their usual world... Seattle is changing by the minute, but Folklife remains a moment of something essential and hopeful.”

—The Seattle Times
What the media is saying about Northwest Folklife:

“Consider it an opportunity to explore the huge range of cultures that make the Northwest what it is.”
—SeattleMet

“The Northwest Folklife Festival in Seattle celebrates Memorial Day weekend with four days of free performances intended to revive and sustain ethnic, folk, and traditional arts. It features more than 800 musical performances in multiple genres, covering American and International styles...cultural dance workshops, storytelling sessions, film screenings, cooking demonstrations, and conversation panels about the arts. The best part is that some of the events are participatory which means you can join in all the singing and dancing action”.
—Reader’s Digest

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—The Seattle Times
Previous Media Partners Include

KEXP
ParentMap
KUOW
Visit Seattle
The Stranger
91.3 KBCS

City Arts
The Seattle Globalist
International Examiner
Seattle Weekly
El Rey 1360 AM
90.7 KSER
KNKX

KING FM 98.1
Xfinity
Northwest Asian Weekly
The Seattle Times
KCTS 9
Previous Sponsors

Seattle Cancer Care Alliance
Office of Arts & Culture
4 Culture
Comcast
Boeing
Seattle Parks & Recreation
Western Washington Toyota Dealers
Crispin

Ben & Jerry’s
Imperfect Produce
Uber
QFC
Geico
Nature’s Best
Ivar’s Restaurant
Kidd Valley
Microsoft
Burt’s Bees
Fremont Brewing
Caffe Ladro
Pepsi
Rainer Brewing Co.
Trader Joe’s
KIND Snacks

Getaround
Pacific Continental Bank
Inn At Queen Anne
Chipotle
Mighty-O Donuts
Greek Gods Yogurt
“Northwest Folklife has a positive impact in our community and as our business too. We love hosting the artists and being able to welcome them—all the travelers and locals that are part of this wonderful event. We have been sponsor for many years, and we will continue to support the Northwest Folklife Festival!”

—Sheila Ordonez, Assistant General Manager
Mediterranean Inn
Hospitality Sponsor since 2002
Media Coverage

AXS
City Arts Magazine
Do206
El Rey 1360 AM
The Everett Daily Herald
The Evergrey
Grateful Web
International Examiner
The Island Sounder
Journal of Precipitation
91.3 KBCS
KCTS 9 – Crosscut
KEXP
King5
KIRO-TV
KNKX
Northwest Living
KOMO News
90.7 KSER
KTSW-CW11
Northwest Music Scene
La Raza
Old Rookie
The Olympian
Post Modern Dad
Reader’s Digest
Resorts & Lodges
Roots Sports NW
Seattle’s Child
The Seattle Globalist
Seattle Informer
Seattleite
SeattleMagazine
Seattle Met Magazine
SeattleRefined.com
The Seattle Review of Books
Seattle Spectator (Seattle Univ.)
The Seattle Times
Seattle Weekly
The Stranger
Tacoma Daily
Tacoma News Tribune
Times Lifestyle
Travel MSSI
Univision Seattle
UW Daily
Visit Seattle
What’s Up Magazine
WN.com
Zumper
Northwest Folklife is an independent 501(c)(3) arts and heritage organization that celebrates the multigenerational arts, cultures, and traditions of a global Pacific Northwest. For over 48 years, Northwest Folklife has been deeply committed to celebrating the diversity of our Northwest communities and de-mystifying our differences together, under one roof. Northwest Folklife believes that arts and culture strengthen our communities and should be accessible for all. Our year-round programming is produced in collaboration with over 125 different cultural partners and powered by contributions from the community, corporations, foundations, and the public sector.

Northwest Folklife is...
For the people, By the people.
Your Communities. Your Traditions. Your Folklife.