



Acadia Festival of Traditional Music & Dance



June 21 – 27, 2026

College of the Atlantic, Bar Harbor, ME



2026 Sponsorship Program :

The Acadia Festival of Traditional Music & Dance is governed by Friends of the Acadia Trad Festival, a tax-exempt 501(c)(3) Maine nonprofit corporation.

Contact

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Founded in 2013, the Acadia Trad Festival brings world-class performers, students, and the public together for a week of awe-inspiring concerts, dances, classes, and workshops. In June 2023, the event returned for the first time since the start of the COVID pandemic to celebrate the music and dance of Acadian, Cape Breton, Irish, Quebecois, Scottish, and other origins that contribute to the authentic character of Maine and Hancock County. The 2026 celebration will be held as it always has been, at the beautiful oceanfront campus of College of the Atlantic in Bar Harbor, Maine.

The festival attracts approximately 200–250 students for a week of learning and performances. In 2025 our Artistic Team will confirm participation from 27 world class faculty. The Festival offers a series of public events, including four evening concerts featuring these renowned traditional performing artists, and a student concert and contra dance to cap off the week on Friday evening. Approximately 200 patrons attend each of these nightly events and they often sell out. In addition, afternoon and late-night jam sessions are open to the public for a small fee, along with walk-in workshops for learners of all ages and abilities.

Marketing for AFTMD includes email newsletters (1,880 subscribers via Mailchimp), social media posts (4,400 combined followers on Facebook and Instagram), Facebook and Instagram ads by targeted audience, press releases sent to more than 30 news publications throughout Maine and 20 beyond Maine, and listings on over 20 online community calendars. Print ads are placed in a number of top-tier trade publications. Print collateral is distributed to hundreds of locations regionally, and includes posters, brochures, etc.

In 2026 we are offering four levels of sponsorship!



Sponsorship Tiers 2026



Acadia Sponsor (\$1,000):

- Logo on AFTMD's sponsor page for one year with link to your website
- Stage announcement recognition at one evening concert
- Written mention and (where possible) logo placement in marketing for all dated Festival events (email, press releases, social media posts, print materials as applicable, etc.)
- Written mention in student "welcome package" with encouragement to support your business
- Two Festival Passes providing entry to all evening concerts/dances and all afternoon and evening jam sessions throughout the week. (Sponsorship benefits do not include participation in core classes and afternoon workshops)

How your gift makes a difference: \$1,000 funds roughly 100% of housing and meals for one AFTMD Artistic Work Study student.

Festival Sponsor (\$2,500):

- All "Acadia Sponsor" benefits plus:
- Logo on AFTMD's sponsor page for one year (with top level recognition) with link to your website
- Exclusive invitation (for two) to a special appreciation dinner on the eve of the Acadia Trad Festival featuring AFTMD's directors and trustees

How your gift makes a difference: \$2,500 funds roughly 100% of a faculty member's pay and travel expenses to teach at AFTMD.

Founding Sponsor (\$5,000):

- All “Festival Sponsor” benefits plus:
- Stage announcement recognition during all evening concerts
- Up to four Festival Passes providing entry to all evening concerts/dances and all afternoon and evening jam sessions throughout the week. (Sponsorship benefits do not include participation in core classes and afternoon workshops)
- Exclusive invitation (for two) to a private dinner with the featured musicians in residency during Acadia Trad's Winterlude (to be held in January 2027)

How your gift makes a difference: \$5,000 funds roughly 100% of the cost of launching a new major discipline at AFTMD, including one faculty member and faculty assistant.

Tradition Bearer Sponsor (\$10,000):

- All “Founding Sponsor” benefits plus:
- Exclusive house concert anywhere in New England, featuring up to two AFTMD faculty members (subject to artists' availability)
- Logo on the AFTMD home page footer for one year
- A special gift basket featuring a Festival poster signed by all AFTMD faculty members,
- 10 recordings by AFTMD faculty members and an exclusive gift created by one of AFTMD's artists in residence

How your gift makes a difference: \$10,000 funds roughly 100% of AFTMD's entire Artistic Work Study student and Artist in Residence programs.

Please contact our Festival Director for more information or to sign up as a sponsor. If you have additional thoughts on sponsorship possibilities outside these options, please contact us – we would love to work with you!

Payments are accepted via Venmo, PayPal, Bank Transfer or Check.

We thank you in advance and we look forward to partnering with you!

