



INTERNATIONAL STORYTELLING CENTER

100 West Main Street, Jonesborough, Tennessee 37659 • 800.952.8392 Ext. 230

The National Storytelling Festival

The National Storytelling Festival is the flagship event of the International Storytelling Center in Jonesborough, TN. Now in its 50th year, the Festival was the first modern gathering of its kind. Having transformed the art of storytelling—as well as the small rural town in which it is held—the Festival is widely recognized as the world’s premiere storytelling event. After a successful virtual festival in 2021, we are looking forward to hosting the 50th Festival in-person, under the tents in Jonesborough.

Festival, Media & Marketing Stats

- The 2021 Festival streamed worldwide in 33 countries with over 9,000 viewers
- Enjoys regional and national media coverage
- Email subscribers: 30,000
- Website visitors: 347,000 annually
- Social Media Impressions: 1.6 million annually

Festival Sponsorship

The International Storytelling Center operates with an annual budget of \$1.4 million. Earned income from the National Storytelling Festival funds the majority of our costs. However, we rely on the generous support of sponsors, including corporations, area businesses, government agencies, and philanthropists to maximize existing revenue streams and enhance regional growth.

Exclusive Sponsor (10,000 - 1 available)

Our Exclusive sponsor enjoys maximum exposure, branding, and benefits as the premier sponsor of the festival. We’ll work closely with your organization to develop a custom campaign best suited to your needs.

Premium Sponsor (5,000)

Our Premium sponsor enjoys exposure on festival grounds by sponsoring a tent as well as premium online exposure. Premium sponsors will be thanked by name or business name in Festival media on website, social media, and streaming platform.

Corporate Friend of the Festival (\$2,000)

Friends of the Festival will be thanked by name or business name in Festival media on website, social media, and streaming platform.

For inquiries, contact Angela White : Communications Associate

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October 7-9, 2022
Jonesborough, Tennessee
www.storytellingcenter.net

