



PORCUPINE MOUNTAINS MUSIC FESTIVAL
P.O. Box 224, Ontonagon, MI 49953 • (906) 390-2666
www.porkiesfestival.org

Dear Past and Potential Advertiser,

The Porcupine Mountains Wilderness State Park will be the site of the 19th Porcupine Mountain Music Festival, August 22 & 23, 2025. The festival takes place at the Winter Sports Complex (Ski Hill/Chalet area) and is held annually the weekend directly before the Labor Day Holiday weekend. The Friends of the Porcupine Mountains Wilderness State Park, a non-profit 501(c)(3) organization, presents the festival and the majority of the performers booked are national or international acts.

In 2024, the music festival experienced attendance of 1585 people. Many loyal attendees return each year and some extend their travel plans beyond the festival to enjoy all that Ontonagon County and the surrounding area has to offer. Some have returned to vacation at other times of the year, purchased a home in the area or are making plans to retire here. Some of our performers have returned to the area to vacation with their families.

Staging an event of this size is a significant financial commitment and we ask for your support by remaining or becoming a supporter/advertiser in our annual festival program guide. We are very excited to offer the program guide not only in its hard copy version locally and at the festival, but also online via our website and social media site, reaching many potential customers for your business. The program guide will go live on our website from late July 2025 through March 2026, maximizing your ad benefits. The festival has a very strong social media presence and its website is promoted widely through underwriting messages on public radio in MI, MN, WI and IL, most notably on the Sunday evening program "Simply Folk", which airs every Sunday throughout the entire state of WI.

Your advertising in the guide also shows strong community support for the music festival, something that the granting agencies look for when grading our applications to consider funding for our remote and artistically underserved region. The music festival has received \$12,000 in grant support from the Michigan Arts and Culture Council, the entire amount being applied toward this year's performing artist fees. Grant support allows us to bring quality performances to Ontonagon County.

Attached is a sheet outlining the festival's advertising options. We ask for your consideration and support to help the music festival stay strong for years to come. Deadline for receipt of ad copy and payment is Saturday, July 5, 2025. For more information about the music festival visit www.porkiesfestival.org, email me at minnow141@gmail.com or call **(906) 201-1165** with any questions.

Thank you,

Donna Wilber
Advertising/Fundraising Coordinator