



CIOFF® USA PATRONAGE

CELEBRATE, PRESERVE, AND SHARE
LIVING CULTURAL HERITAGE



UNITED-STATES@CIOFF.ORG
www.cioffusa.org

INTRODUCING CIOFF® USA PATRONAGE

As part of an international organization partnered with UNESCO, CIOFF® USA is the premier authority on folk and living cultural arts in the United States, internationally recognized for safeguarding Intangible Cultural Heritage and elevating events to a global standard of excellence.

CIOFF® USA Patronage connects your event to the nation's leading authority on folk and living cultural arts, enhancing credibility, ensuring cultural integrity, and providing access to a global network of artists and cultural organizations.

Patronage formally recognizes festivals, conferences, educational programs, and collaborative performances that celebrate, preserve, and share living cultural heritage. It ensures your event meets international standards of cultural integrity, ethical presentation, and nonprofit governance, while providing visibility, credibility, and alignment with the global CIOFF® network.



BENEFITS OF PATRONAGE

- Branding
- Logo Use
- Guidance & Best Practices
- Promotion
- Recognition Letters
- Networking

EVENTS ELIGIBLE FOR PATRONAGE

1. Festivals & Events
2. Conferences
3. Educational Programs
4. Collaborative Performances



Festivals & Events

Municipalities and organizations celebrating living cultural heritage through public performances, demonstrations, and community engagement.



Educational Programs & Workshop

Transmit cultural knowledge through workshops, lectures, residencies, and youth initiatives.



Conferences

Gather professionals and enthusiasts to explore folklore, cultural policy, and heritage preservation.



Collaborative Performances

Highlight cultural exchange through joint presentations between CIOFF® USA members and international or local partners.

APPLICATION PROCESS & SUPPORT

By submitting a CIOFF® USA Patronage application at least 60 days before your event, members can gain official recognition, logo use, promotion through CIOFF® USA channels, guidance on cultural protocols, and letters of endorsement for sponsors and partners.



01 **Submit Your Request** – Complete the CIOFF® USA Patronage Application Form at least 60 days before your event.

02 **Provide Event Details** – Include event overview, program schedule, participating groups, audience estimates, and intended use of the CIOFF® USA name or logo.

03 **CIOFF® USA Review** – Applications are reviewed for alignment with the mission, governance standards, and branding guidelines.

04 **Approval & Designation** – Once approved, your event is officially recognized as an Event Under the Patronage of CIOFF® USA for the specified dates.

Fees & Contributions

Project and Initiative	Fees	Optional Non-Financial Contributions	Coverage
Small Local Event (500 attendees)	\$50–\$100	Acknowledgment in program, content sharing, volunteer support	Fee covers administrative review; non-financial contributions build community value
Medium Event (500–2,000 attendees)	\$250	Program promotion, content sharing, youth or educational involvement	Supports CIOFF® USA’s national promotion efforts
Large National/International Event (2,000+ attendees)	\$500	Marketing amplification, cultural workshops, international networking	Ensures Patronage designation supports broader visibility and global connection
Non-Financial CIOFF® USA Members Only	N/A	Logo and branding acknowledgment, digital promotion, recognition letters	For CIOFF® USA members in good standing or organizations unable to provide a financial contribution, approved non-financial contributions, including discounted admission for CIOFF® USA members, may demonstrate meaningful engagement.

CIOFF® USA Patronage is primarily a recognition program and not a commercial licensing arrangement. To help support the administrative review and promotion of patronage events, we recommend modest fees based on event size.

Optional non-financial contributions further strengthen the collaboration and mutual benefits of patronage. While some organizations may consider revenue sharing, requesting a percentage of earnings is generally discouraged due to legal and nonprofit considerations.

APPLY NOW



united-states@cioff.org
www.cioffusa.org

