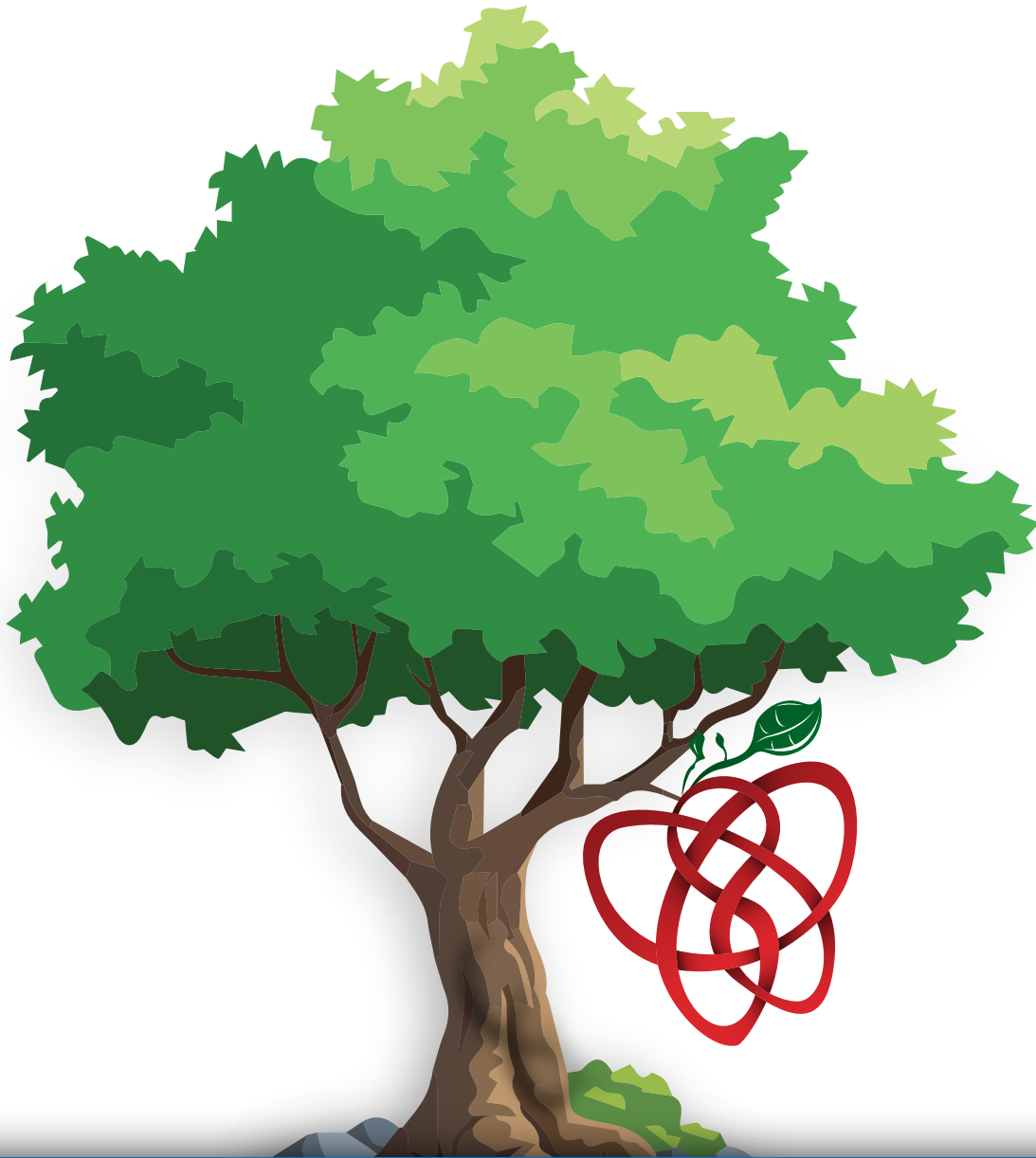


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SPONSORSHIP
OPPORTUNITIES



S P A R T A
CELTIC
F E S T I V A L
1 VILLAGE • 7 NATIONS



WELCOME

The Village of Sparta

PROUD MEMBERS OF:



Introduction



1 VILLAGE 7 NATIONS™

Ireland, Scotland, Wales, Isle of Man, Cornwall, Brittany and Galicia.

Purpose: To provide for the education and celebration of the cultural heritage, traditions, activities and history of the Celtic ethnicity.

Sparta Celtic Festival has become Michigan's No. 1 Free festival, with the help of our volunteers, patrons and promoters.

We welcome you, as we continue to grow each year.

Thank you for your support.

Sparta Celtic Festival

Sparta Celtic Festival is a registered 501c3 non-profit organization established in 2009. We rely on the hard work of volunteers and the generosity of sponsors and local civic organizations to help make each year's event a success.

- Family friendly & free signature event for the Village of Sparta.
- Education and celebration of Celtic heritage.
- Provides financial support for community non-profits.
(Aquinas Ireland Program Sparta, Carnegie Library)
- Local businesses observe an increase in activity during festival weekend.



General Sponsorship Opportunities

	Bronze (Base Sponsorship) \$250 - \$999	Silver (Enhanced Partner) \$1,000 - \$2,999	Gold (Signature Partner) \$3,000+	Notes
Name/Logo on Festival Yard Sign	Y	Y	Y	7k patrons
275K+ VIEWS Social Media Recognition	Y	Y	Y	2.7k followers as of 11/21/21
Name/Logo on Festival Webpage	Y	Y	Y	
Name/Logo on Festival Banner		Y	Y	
Name/Logo on Festival Poster		Y	Y	
Emcee Callouts during Festival		Y	Y	Between performers
Name/Logo on Collateral at Other Events		As available	As available	Parades, fundraisers
Meet & Greet w/Headliner Band			Y	
Backstage Access			Y	
TV/Radio Mentions			As available	

Local businesses observe an increase in activity during festival weekend.



Venue Sponsorship Opportunities

In addition to general sponsorship opportunities, Sparta Celtic Festival also offers exclusive branding opportunities via sponsorship of four key areas during festival weekend:

- | | | | |
|---------------------|---------|--|---------|
| 1. Main Stage | \$5,000 | 6. Highland Games | \$3,500 |
| 2. Headliner Band | \$3,000 | *Ask about additional sponsor opportunities. | |
| 3. Beer Tent | \$2,500 | | |
| 4. Dance Pavilion | \$2,500 | | |
| 5. Main Dance Stage | \$2,000 | | |

Event sponsors get the same great benefits as outlined in General Sponsorships plus highlighted branding and emcee call outs throughout the festival and festival promotions.



Other Sponsorship Opportunities

CELTIC BOWLING EVENT

EVENT SPONSOR \$500

Entrance Sign. Emcee announcements.
Logo display on top of printed materials. Two bowling tickets.
Featured on other event collateral. Featured on web page/
social media.

50/50 SPONSOR \$250

Travel sign displayed during ticket sales and drawing. Emcee
announcements. Two bowling tickets. Featured on web page
social media.

STRIKE POT SPONSOR \$150

Logo check with award amount to present to the winner.
Emcee announcements. Featured on web page/
social media.

LANE SPONSOR \$100

Table tent sign on each lane's table. Featured on web page
social media.

DOOR PRIZE SPONSORS PRIZE DONATION

Emcee announcements during drawing.

CONCERTS IN THE PARK

BAND SPONSOR \$600

Stage Signage. Emcee announcement.
Band meet and greet. 2 Meals with beverage
One yard sign at the event. Featured on other event collateral.
Featured on web page/social media.

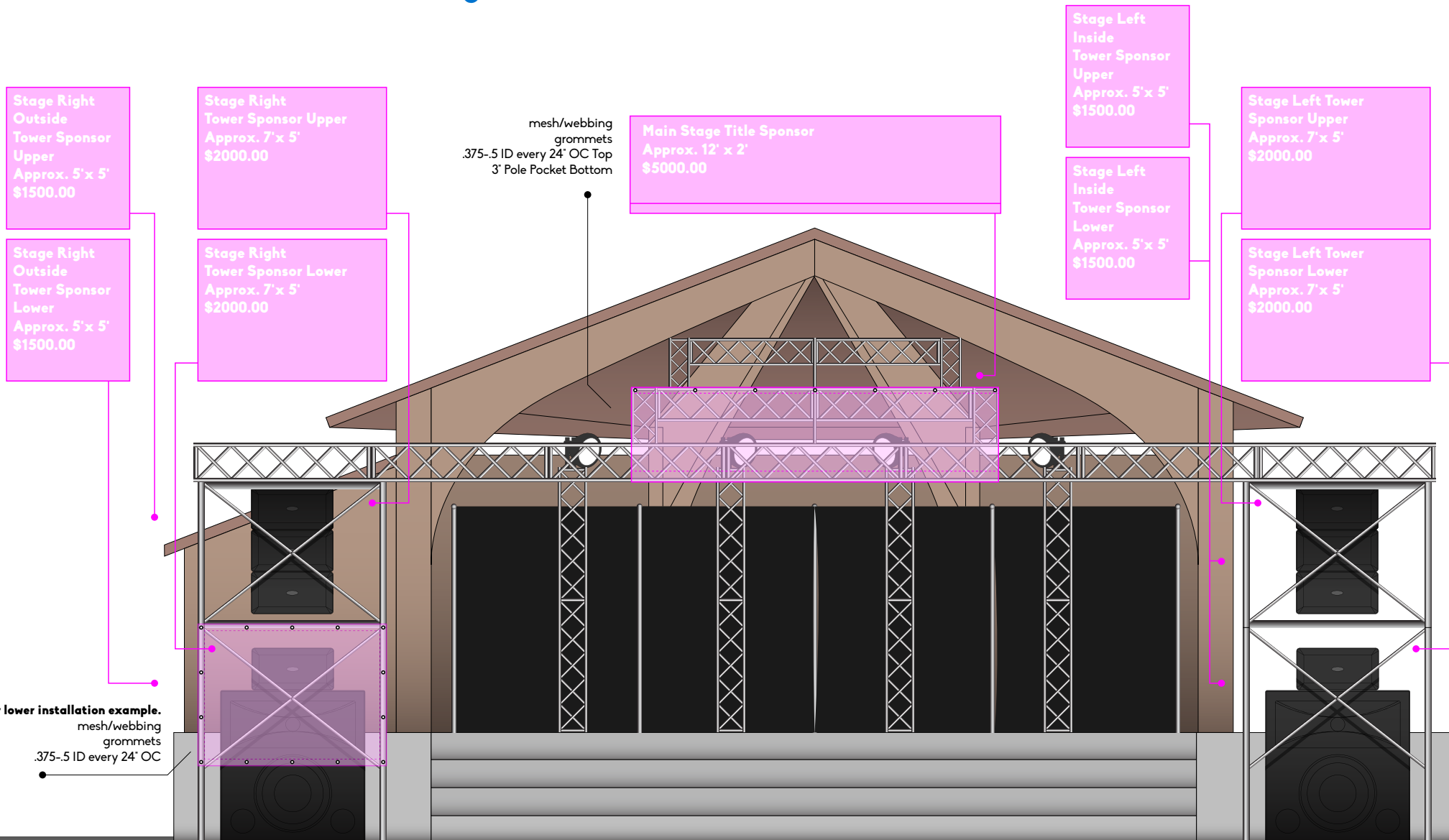
FOOD/BEVERAGE SPONSOR \$300

Concession Signage. Emcee announcement.
2 Meals with beverage. One yard sign at the event. Featured on
other event collateral. Featured on web page/social media.

GENERAL EVENT SPONSOR \$100

One yard sign at the event. Featured on other event collateral.
Featured on web page/social media.

BAND SHELL • Main Stage



CELTIC Car Show

We are looking for sponsorship to help make this event a HUGE success. A few things sponsorships will cover are marketing and promotion of the event (with your company name/logo), trophies, plaques, door prizes and goodie bag supplies. All donations are GREATLY appreciated!

Sponsorship Levels

Your company will receive recognition, (on our sponsors board and online thanking your business), as well as have business cards or promotional material in goodie bags. You will be publicly announced and thanked, as the trophy sponsor, and are welcome to hand out the trophy to the corresponding winner! All non-trophy sponsors will be listed on sponsor boards and fliers.

- \$250 **BEST OF SHOW** - Trophy Sponsorship
- \$250 **PEOPLE'S CHOICE** - Trophy Sponsorship
- \$200 **CELTIC** - Trophy Sponsorship
- \$150 **GOLD** - Trophy Sponsorship
- \$100 **SILVER** - Trophy Sponsorship
- \$75 **BRONZE** - Trophy Sponsorship
- \$50 or less, helps cover general expenses.

Door Prize Donations & Goodie Bag Giveaways needed!



