

IRISH FEST CAMDEN



PARTNERSHIP INFORMATION 2024



The 8th Annual

IRISH FEST CAMDEN

Saturday, March 2, 2024

The premiere Irish festival in the southeast U.S.

IFC FACTS

* PROCEEDS DISTRIBUTED TO OVER 20 LOCAL NON-PROFIT & CHARITABLE ORGANIZATIONS

* KERSHAW COUNTY'S LARGEST FESTIVAL

* INTERNATIONAL CELTIC BANDS

* LUCKY LEPRECHAUN 5K RACE

* HIGHLAND GAMES NATIONAL EVENT

* DOWNTOWN PUB CRAWL

* THE 1ST MISS IRISH FEST CAMDEN PAGEANT

* 10,000 VISITORS EXPECTED IN 2024

* 20% GROWTH YEAR OVER YEAR

* OVER 100 RETAIL VENDORS

* OVER 40 FOOD VENDORS

* WHISKEY TASTING & IRISH CUISINE

* LARGE KIDS ZONE

POT O' GOLD PRESENTING PARTNER | \$10,000 | ONE (1) AVAILABLE - SOLD

- Marketed as festival presenting partner:
 - JUMBOTRON 12' X 7' LED screen at festival:
 - Full color logo with over 1,000 impressions
 - Streamed 30 second commercial with sound, aired throughout the day
 - Full color logo on two 4 ft wide side panels
 - DIGITAL - logo recognition on:
 - Digital and printed ticket (10,000 tickets anticipated)
 - Irish Fest Camden website with hyperlink to business website
 - Clear Image ad in businesses across Kershaw County
 - Social media recognition on Facebook, Instagram, and X
 - PRINT - logo recognition on:
 - Four (4) festival billboards across North and South Carolina
 - Buy Local Magazine ad
 - 4' x 8' Main Stage banner
 - Event poster and postcard displayed in over 300 businesses in the Midlands
 - Festival and Lucky Leprechaun 5K t-shirts
 - RADIO – iHeart and Kool 102 FM ads and festival live remote
 - TV – local Midlands station
- Twenty (20) VIP badges with admission to the VIP hospitality tent with complimentary alcoholic and non-alcoholic beverages and catering by Aberdeen Catery; complimentary whiskey tasting, beer, seltzers, and wine throughout the festival
- Twenty (20) general admission tickets
- Reserved, front-row sponsor parking for ten (10) vehicles
- Festival-provided tailgating tent with seating, adjacent to main Dublin Stage and VIP Hospitality Tent

EMERALD ISLE KIDS ZONE PARTNER | \$7,500 | ONE (1) AVAILABLE

- Logo recognition on:
 - JUMBOTRON 12' X 7' LED screen at festival:
 - Full color logo with over 750 impressions
 - Streamed 15 second commercial with sound, aired throughout the day
 - Full color logo as Kids Zone partner on one 4 ft wide side panel
 - 4' x 4' Main Stage banner
 - 4' x 8' Kids Zone banner
 - Festival poster and postcard displayed in over 300 business in the Midlands
 - Irish Fest Camden website with hyperlink to business website
 - Festival and Lucky Leprechaun 5K t-shirts
 - Clear Image ad in businesses across Kershaw County
 - Social media recognition on Facebook, Instagram, and X
- Twelve (12) VIP badges with admission to the VIP hospitality tent with complimentary alcoholic and non-alcoholic beverages and catering by Aberdeen Catery; complimentary whiskey tasting, beer, seltzers, and wine throughout the festival
- Twelve (12) general admission tickets
- Reserved, front-row sponsor parking for two (2) vehicles
- Festival-provided tailgating tent adjacent to the main Dublin Stage and VIP Hospitality Tent

LUCKY LEPRECHAUN PRESENTING PARTNER | \$5,000 | ONE (1) AVAILABLE - SOLD

- Race packet pick-up host for over 300 participants on Friday March 1, 2024
- Race presenting partner with logo recognition on:
 - Race registration website
 - 4' x 8' finish line banner
 - Race bibs
- Tent and table at race awards celebration to promote business
- Two (2) complimentary race registrations
- Logo recognition on festival promotions
 - JUMBOTRON 12' X 7' LED screen at festival:
 - 12'x7' full color LED screen with over 500 impressions
 - Streamed 15 second commercial with sound, aired throughout the day
 - Full color logo as Lucky Leprechaun partner on one 4 ft side panel
 - 4' x 4' Main Stage banner
 - Festival poster and postcard displayed in over 300 business in the Midlands
 - Irish Fest Camden website with hyperlink to business website
 - Festival and Lucky Leprechaun 5K t-shirts
 - Social media recognition on Facebook, Instagram, and X
- Eight (8) VIP badges with admission to the VIP hospitality tent with complimentary alcoholic and non-alcoholic beverages and catering by Aberdeen Catery; complimentary whiskey tasting, beer, seltzers, and wine throughout the festival
- Eight (8) general admission tickets
- Reserved, front-row sponsor parking for two (2) vehicles
- Festival-provided tailgating tent adjacent to the main Dublin Stage and VIP Hospitality Tent

DIVINE DUBLINER PARTNER | \$2,500 | EIGHT (8) AVAILABLE

- Logo recognition on festival promotions:
 - JUMBOTRON 12' X 7' LED screen at festival in full color with over 300 impressions
 - Irish Fest Camden website with hyperlink to business website
 - Festival and Lucky Leprechaun 5K t-shirts
 - Social media recognition on Facebook, Instagram, and X
 - Event poster and postcard displayed in over 300 business in the Midlands
- Six (6) VIP badges with admission to the VIP hospitality tent with complimentary alcoholic and non-alcoholic beverages and catering by Aberdeen Catery; complimentary whiskey tasting, beer, seltzers, and wine throughout the festival
- Six (6) general admission tickets
- Admission to sponsor parking lot
- Reserved spot for your tent and/or table on Sponsor Row (*space is limited*)

CLASSY CELT PARTNER | \$1,000

- Logo recognition on:
 - JUMBOTRON 12' X 7' LED screen at festival in full color with over 250 impressions
 - Irish Fest Camden website with hyperlink to business website
- Listed recognition on festival t-shirt
- Four (4) VIP badges with admission to the VIP hospitality tent with complimentary alcoholic and non-alcoholic beverages and catering by Aberdeen Catery; complimentary whiskey tasting, beer, seltzers, and wine throughout the festival
- Four (4) general admission tickets
- Admission to sponsor parking lot
- Reserved spot for your tent and/or table on Sponsor Row (*space is limited*)

SHIMMERIN SHAMROCK PARTNER | \$500

- Listed recognition on:
 - JUMBOTRON 12' X 7' LED screen at festival with over 100 impressions
 - www.irishfestcamden.com
- Two (2) VIP badges with admission to the VIP hospitality tent with complimentary alcoholic and non-alcoholic beverages and catering by Aberdeen Catery; complimentary whiskey tasting, beer, seltzers, and wine throughout the festival
- Two (2) general admission tickets
- Admission to sponsor parking lot

BLARNEY BUNCH PARTNER | \$250

- Listed recognition on:
 - JUMBOTRON 12' X 7' LED screen at festival with over 50 impressions
 - www.irishfestcamden.com
- Two (2) general admission tickets

IRISH FEST CAMDEN

2024 PARTNERSHIP AGREEMENT FORM

YES! I would like to be an Irish Fest Camden partner!

Please select your partnership level:

- Pot O' Gold Presenting Partner – \$10,000 - **SOLD**
- Emerald Isle Kids Zone Partner – \$7,500
- Lucky Leprechaun Presenting Partner – \$5,000
- Divine Dubliner Partner – \$2,500 >> Do you want a space reserved on sponsor row? YES or NO
- Classy Celt Partner – \$1,000 >> Do you want a space reserved on sponsor row? YES or NO
- Shimmerin Shamrock Partner – \$500
- Blarney Bunch Partner – \$250

Amount Enclosed \$ _____

Please make check payable to our 2024 charity partner, Our Lady of Perpetual Help.

Mail to: Our Lady of Perpetual Help, 1709 Lyttleton Street, Camden, SC 29020 by January 8, 2024.

Or make payment online at: www.irishfestcamden.com/sponsors/

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Email: _____

- I agree to email company logo to: IrishFestLogo@gmail.com before December 31, 2023. Logos received after this date may not be eligible for all promotions due to deadlines imposed by our marketing and advertising partners.

Thank you for your support of Irish Fest Camden. For questions or additional information, please contact:

Theresa Alderson
Sponsorship Chairperson
803-669-2669
IrishFestSponsor@gmail.com