

# IOWA IRISH FEST



Downtown Waterloo  
August 5-7, 2022

## Partnership Opportunities

Join the fun by becoming a partner for Iowa's largest Irish cultural festival.

### 2021 Highlights

Attendance

**37,950**

Live bands

**21**

Performances

**50+**

Shamrock N Run  
5K participants

**456**

High Nelly Bicycle  
Rally participants

**161**

Celtic Cruise  
Motorcycle Ride  
participants

**153**

Sláinte!

The 16th Annual Iowa Irish Fest is a three-day event highlighting Irish culture and the Cedar Valley community. Iowa Irish Fest has drawn record-setting crowds, including attendees from all over the world.



### We'd love to have you volunteer!

Volunteer opportunities are  
available at [lowalrishFest.com](http://lowalrishFest.com)  
beginning in March.

Iowa Irish Fest has become one of the largest Irish festivals in the nation, and we couldn't do it without partners like you. Partnering with Iowa Irish Fest shows your support of the community and raises awareness of your business. We acknowledge our partners through digital and print advertising before and during Iowa Irish Fest. See the partnership levels attached for more details for each level.

Our partnership committee is happy to meet with you to answer any questions or customize a package to meet your needs. Partnerships can be financial contributions or equivalent in-kind services.

Complete the attached form or contact us for more partnership details.

Sincerely,  
Iowa Irish Fest Partnership Committee

Ted Batemon (319) 404-3212

Julie Gage (319) 610-1535

Lori McConville (480) 290-3794

Chad Shipman (319) 464-7355

Email us at [PartnerSponsors@lowalrishFest.com](mailto:PartnerSponsors@lowalrishFest.com)

## Partnership Opportunities

Presenting	Premier Entertainment	Park Avenue Stage	Lafayette Street Stage
\$50,000	\$40,000	\$15,000	\$10,000

### YOUR LOGO ON ▼

<p>LED stage screens</p> <p>Main Stage banners</p> <p>Weekend passes</p> <p>All printed materials</p> <p>TV ads</p> <p>Shirts for staff &amp; volunteers</p> <p>Food coupons</p> <p>Event schedule*, main page schedule and schedule</p> <p>Partner boards displayed at the Fest</p> <p>Website partner page</p> <p>Iowa Irish Fest App</p>	<p>LED stage screens</p> <p>Weekend passes</p> <p>All printed materials</p> <p>Event schedule* and all band promo ads</p> <p>Partner boards displayed at the Fest</p> <p>Website partner page</p> <p>Food coupons</p> <p>Drink tokens</p> <p>Volunteer shirts</p> <p>Iowa Irish Fest App</p>	<p>LED stage screens</p> <p>Stage banner</p> <p>Promotional poster</p> <p>Event schedule* (and company name with stage name)</p> <p>Partner boards displayed at the Fest</p> <p>Website partner page</p> <p>Iowa Irish Fest App</p>	<p>LED stage screens</p> <p>Stage banner</p> <p>Promotional poster</p> <p>Event schedule* and company name with stage name</p> <p>Partner boards displayed at the Fest</p> <p>Website partner page</p> <p>Iowa Irish Fest App</p>
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### YOUR COMPANY NAME ON ▼

<p>Stage mentions at least 3x per day</p> <p>Radio ads &amp; promos</p> <p>Fest Facebook post in partnership area and exclusive post</p>	<p>Stage mentions at least 2x per day</p> <p>All emcee band announcements</p> <p>Fest Facebook post in partnership area and exclusive post</p>	<p>Stage name</p> <p>Stage mentions at least 2x per day</p> <p>All printed materials with stage name</p> <p>Fest Facebook post in partnership area and exclusive post</p>	<p>Stage name</p> <p>Stage mentions at least 2x per day</p> <p>All printed materials with stage name</p> <p>Fest Facebook post in partnership area</p>
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### WEEKEND PASSES / PERKS INCLUDED ▼

<p>250 weekend passes</p> <p>50 drink tokens</p> <p>(2) 15-second LED commercials, provided by partner</p>	<p>250 weekend passes</p> <p>24 drink tokens</p> <p>(1) 15-second LED commercial, provided by partner</p>	<p>120 weekend passes</p> <p>(1) 15-second LED commercial, provided by partner</p>	<p>80 weekend passes</p> <p>(1) 15-second LED commercial, provided by partner</p>
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\*Partnership agreement must be completed by June 30 to be included in the event schedule.



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## Partnership Opportunities

Band	Food Court	Shuttle
<b>\$10,000</b>	<b>\$10,000</b>	<b>\$5,000</b>

### YOUR LOGO ON ▼

<p>LED stage screens</p> <p>Promotional poster</p> <p>Event schedule* and all band promo ads</p> <p>Partner boards displayed at the Fest</p> <p>Website partner page</p> <p>Iowa Irish Fest App</p>	<p>LED stage screens</p> <p>Food boards</p> <p>Food court banner</p> <p>Event schedule*</p> <p>Partner boards displayed at the Fest</p> <p>Website partner page</p> <p>Iowa Irish Fest App</p>	<p>LED stage screens</p> <p>Shuttle signs</p> <p>Event schedule* and shuttle info page</p> <p>Partner boards displayed at the Fest</p> <p>Website partner page</p> <p>Iowa Irish Fest App</p>
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### YOUR COMPANY NAME ON ▼

<p>Stage announcements before select band performs</p> <p>Fest Facebook post in partnership area</p>	<p>Stage mentions at least 1x per day</p> <p>Fest Facebook post in partnership area</p>	<p>Fest Facebook post in partnership area</p>
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### WEEKEND PASSES / PERKS INCLUDED ▼

<p>80 weekend passes</p> <p>(1) 15-second LED commercial, provided by partner</p>	<p>80 weekend passes</p> <p>(1) 15-second LED commercial, provided by partner</p>	<p>40 weekend passes</p> <p>Opportunity to hand out promotional items to shuttle riders</p>
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Partnership Opportunities			
Cultural Village Street	Family Fun & Learning Area	Sycamore Street Stage	Whiskey Workshops
\$5,000	\$5,000	\$5,000	\$2,500

YOUR LOGO ON ▼

<p>LED stage screens</p> <p>Cultural Village promotional items</p> <p>Event schedule* partner and Cultural Village pages</p> <p>Partner boards displayed at the Fest</p> <p>Website partner page</p> <p>Iowa Irish Fest App</p>	<p>LED stage screens</p> <p>Family Fun &amp; Learning Area promotional items</p> <p>Event schedule* partner and Family Fun &amp; Learning Area pages</p> <p>Partner boards displayed at the Fest</p> <p>Website partner page</p> <p>Iowa Irish Fest App</p>	<p>LED stage screens</p> <p>Family Fun &amp; Learning Area promotional items</p> <p>Event schedule* partner and Family Fun &amp; Learning Area pages and stage banner</p> <p>Partner boards displayed at the Fest</p> <p>Website partner page</p> <p>Iowa Irish Fest App</p>	<p>Special event materials</p> <p>LED stage screens</p> <p>Event schedule*</p> <p>Partner boards displayed at the Fest</p> <p>Website partner page</p>
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YOUR COMPANY NAME ON ▼

<p>Stage mentions at least 2x per day</p> <p>Facebook post in partnership area</p>	<p>Stage mentions at least 2x per day</p> <p>Facebook post in partnership area</p>	<p>Stage mentions at least 2x per day</p> <p>Facebook post in partnership area</p>	<p>Announcements before workshops, demonstrations or performances</p> <p>Facebook post in partnership area</p>
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WEEKEND PASSES / PERKS INCLUDED ▼

40 weekend passes	40 weekend passes	40 weekend passes	20 weekend passes
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## Special Events Partnership Opportunities

CHOOSE ONE	CHOOSE ONE	CHOOSE ONE	<b>Beer Pouring Shift</b>  <i>Partner will supply 6 volunteers to work one beer shift (valid while shifts are available). Volunteers can wear company T-shirts.</i>
<b>Sunday Mass</b>	<b>Rugby Tournament</b>	<b>Travel Workshops</b>	
		<b>Celtic Canines</b>	
<b>Artist Demonstrations</b>	<b>Highland Games</b>	<b>Sheep Herding</b>	
		<b>Irish Royalty</b>	
<b>\$1,200</b> ea	<b>\$1,000</b> ea	<b>\$600</b> ea	<b>\$800</b> ea

### YOUR LOGO ON ▼

<b>Sunday Mass Partner:</b> · Logo in Mass hymnal and printed materials			
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### YOUR COMPANY NAME ON ▼

LED stage screens Special event materials Event schedule* Partner boards displayed at the Fest Website partner page Pre-event announcements Fest Facebook post in partnership area	LED stage screens Special event materials Event schedule* Partner boards displayed at the Fest Website partner page Pre-event announcements Fest Facebook post in partnership area	LED stage screens Special event materials Event schedule* Partner boards displayed at the Fest Website partner page Fest Facebook post in partnership area	LED stage screens Event schedule* Partner boards displayed at the Fest Website partner page Fest Facebook post in partnership area
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### WEEKEND PASSES / PERKS INCLUDED ▼

<b>Sunday Mass Partner:</b> · 16 weekend passes	<b>Highland Games Partner:</b> · 16 weekend passes · Meet & greet with athletes  <b>Rugby Partner:</b> · 8 weekend passes · 8 T-shirts	· 8 weekend passes	· 6 weekend passes · 12 drink tokens · 6 volunteer T-shirts
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## Rides, Races and Rallies Partnership Opportunities

CHOOSE ONE	CHOOSE ONE	CHOOSE ONE	CHOOSE ONE
<b>Shamrock N' Run 5K</b>	<b>Shamrock N' Run 5K</b>	<b>Shamrock N' Run 5K</b>	<b>Shamrock N' Run 5K</b>
<b>High Nelly Bicycle Rally</b>	<b>High Nelly Bicycle Rally</b>	<b>High Nelly Bicycle Rally</b>	<b>High Nelly Bicycle Rally</b>
<b>Celtic Cruise Motorcycle Ride</b>	<b>Celtic Cruise Motorcycle Ride</b>	<b>Celtic Cruise Motorcycle Ride</b>	<b>Celtic Cruise Motorcycle Ride</b>
<b>\$1,500</b> ea	<b>\$1,000</b> ea	<b>\$500</b> ea	<b>\$250</b> ea

### YOUR LOGO ON ▼

Event poster			
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### YOUR COMPANY NAME ON ▼

LED stage screens Event schedule* Partner boards displayed at the Fest Website partner page Pre-event announcements Fest Facebook post in partnership area	LED stage screens Event poster Event schedule* Partner boards displayed at the Fest Website partner page Pre-event announcements Fest Facebook post in partnership area	LED stage screens Event poster Event schedule* Partner boards displayed at the Fest Website partner page Fest Facebook post in partnership area	Website partner page Fest Facebook post in partnership area
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### EVENT ENTRIES / WEEKEND PASSES / PERKS INCLUDED ▼

12 event entries (each includes a T-shirt and weekend pass) Opportunity to add promotional materials to participant bags	8 event entries (each includes a T-shirt and weekend pass) Opportunity to add promotional materials to participant bags	4 event entries (each includes a T-shirt and weekend pass) Opportunity to add promotional materials to participant bags	2 event entries (each includes a T-shirt and weekend pass)
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\*Partnership agreement must be completed by June 30 to be included in the event schedule.



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## Community Pillar Partnership Opportunities

Community Pillar Partner I	Community Pillar Partner II
<b>\$3,300</b> per year; requires a 3-year commitment	<b>\$1,800</b> per year; requires a 3-year commitment

### YOUR LOGO ON ▼

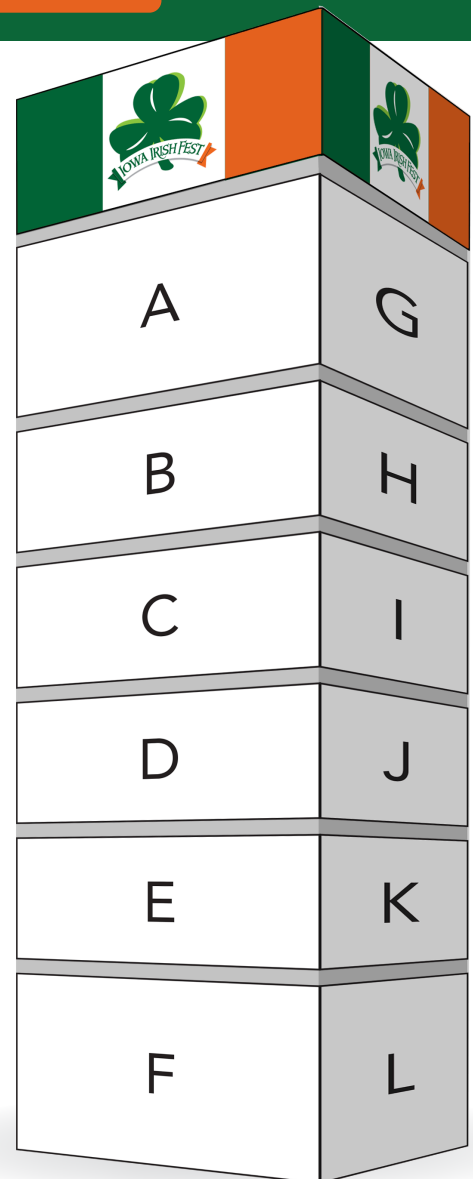
Pillar sections A, B, G or H	Pillar sections C, D, E, F, I, J, K or L
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### YOUR COMPANY NAME ON ▼

LED stage screens Stage mentions at least 1x per day Event schedule* Website partner page Fest Facebook post in partnership area	LED stage screens Event schedule* Website partner page Fest Facebook post in partnership area
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### WEEKEND PASSES INCLUDED ▼

20 weekend passes	10 weekend passes
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Advertise your business on one of the large pillars displayed at Iowa Irish Fest.

Pillars displayed in prominent areas throughout the festival grounds.

Choose one of 24 spaces to represent your company's support of the Cedar Valley, downtown Waterloo and Iowa Irish Fest.

\*Partnership agreement must be completed by June 30 to be included in the event schedule.

## Beverage Provider Partnership Opportunities

Fest Beverage	Whiskey Snug	Whiskey Experience	Lafayette Street Bar	Whiskey Garden	Dillon's Pub
\$30,000	\$10,000	\$8,500	\$5,000	\$3,000	\$3,000

### YOUR LOGO ON ▼

LED stage screens Beer tents Drink menu Event schedule* Partner boards displayed at the Fest Website partner page Iowa Irish Fest App	LED stage screens Whiskey snug signs Drink menu Event schedule* Partner boards displayed at the Fest Website partner page Iowa Irish Fest App	LED stage screens Tent signs Drink menu Event schedule* Partner boards displayed at the Fest Website partner page Iowa Irish Fest App	LED stage screens Sky Deck signs Drink menu Event schedule* Partner boards displayed at the Fest Website partner page Iowa Irish Fest App	LED stage screens Tent signs Drink menu Event schedule* Partner boards displayed at the Fest Website partner page	LED stage screens Pub signs Drink menu Event schedule* Partner boards displayed at the Fest Website partner page
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### YOUR COMPANY NAME ON ▼

Facebook post in partnership area	Facebook post in partnership area	Facebook post in partnership area	Facebook post in partnership area	Facebook post in partnership area	Facebook post in partnership area
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### WEEKEND PASSES / PERKS INCLUDED ▼

200 weekend passes 100 drink tokens Opportunity to hand out promotional items Opportunity to provide inflatable advertising or other signage at beer tents	80 weekend passes 40 drink tokens Opportunity to provide promotional prizes and giveaway items Opportunity to provide inflatable advertising or other signage at beer tents	60 weekend passes 30 drink tokens Opportunity to provide promotional prizes and giveaway items	40 weekend passes 20 drink tokens Opportunity to hand out promotional items	25 weekend passes 12 drink tokens Opportunity to hand out promotional items	25 weekend passes 12 drink tokens Opportunity to hand out promotional items
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Partner provides volunteers for Whiskey Experience tent for entire weekend



ated by June 30  
event schedule.



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Heroes Area		
Option 1	Option 2	Option 3
\$2,500	\$5,000	\$10,000
YOUR LOGO ON ▼		
LED stage screens Event schedule* Partner boards displayed at the Fest Website partner page	LED stage screens Event schedule* Partner boards displayed at the Fest Website partner page Iowa Irish Fest App	LED stage screens Event schedule* Partner boards displayed at the Fest Website partner page Iowa Irish Fest App
YOUR COMPANY NAME MENTIONED ▼		
Stage mentions at least 1x per day Fest Facebook post in partnership area	Stage mentions at least 2x per day Fest Facebook post in partnership area	Stage mentions at least 3x per day Fest Facebook post in partnership area
WEEKEND PASSES / PERKS INCLUDED ▼		
20 weekend passes	40 weekend passes 10 drink tokens	80 weekend passes 20 drink tokens (1) 15-second LED commercial, provided by partner

\*Partnership agreement must be completed by June 30 to be included in the event schedule.



## Hospitality Package for Large Groups

Reserve the hospitality tent for your corporate event, reunion, reception, or group party.

Option 1	Option 2
<b>40'x40'</b> Hospitality tent in a shaded area of Lincoln Park. Picnic tables & folding tables and chairs provided to seat up to 100 people. Cost: \$250 and a minimum purchase of 50 weekend passes.	<b>20'x 20'</b> Hospitality area by the Lafayette Street Stage. Picnic tables provided to seat up to 30 people. Cost: \$150 and a minimum purchase of 25 weekend passes.

### TIME BLOCKS ▼

<b>Friday:</b> 6:00 p.m. - 9:00 p.m.	<b>Saturday:</b> 10:00 a.m. - 1:00 p.m.	<b>Saturday:</b> 1:30 p.m. - 4:30 pm.	<b>Saturday:</b> 5:00 p.m. - 8:00 p.m.	<b>Sunday:</b> 11:30 a.m. - 2:30 p.m.	<b>Sunday:</b> 3:00 p.m. - 6:00 p.m.
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### MINIMUM FEST PASSES REQUIRED ▼

<b>25-49 QTY</b> \$23.00 each	<b>50-100 QTY</b> \$22.00 each	<b>101-150 QTY</b> \$21.00 each	<b>151-200 QTY</b> \$20.00 each	<b>201-250+ QTY</b> \$19.00 each	Optional Discounted Drink Tokens (Beer/Wine) \$5.00 each, minimum 50 quantity
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### OPTIONAL CATERING \$13.00 PER PERSON INCLUDES: ▼

Guinness & honey glazed pork loin (option as sandwich w/bun)	Smoked mac	Colcannon (Irish potato salad)	Fresh fruit	1 Bottled water	1 Drink token
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### OPTIONAL PARTY BANNER - \$125.00: ▼

8' x 3' banner with the name of your business or group, i.e. "East High Class of 1980" with art/logo.	Name and artwork needed by June 30.
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### PAYMENT: ▼

50% deposit required at time of reservation to guarantee the space and remaining balance due June 30.	\$5.00 credit card fee will be applied to the total if not paid by cash or check.
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To plan your group event, contact us at [info@lowalrishFest.com](mailto:info@lowalrishFest.com).



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## Volunteer Sponsorship Package

### Option 1

### Option 2

### Option 3

**PARTNER WITH IOWA IRISH FEST BY PROVIDING VOLUNTEERS FROM YOUR COMPANY IN EXCHANGE FOR NAME RECOGNITION DURING THE FEST. ▼**

20 volunteer shifts (60 hours) \$600 in-kind value	50 volunteer shifts (150 hours) \$1,500 in-kind value	100 volunteer shifts (300 hours) \$3,000 in-kind value
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### WEEKEND PASSES / PERKS INCLUDED ▼

Free admission for each volunteer when they check in at the volunteer tent 2 free drink tokens (received after their shift is complete)	Free admission for each volunteer when they check in at the volunteer tent 2 free drink tokens (received after their shift is complete)	Free admission for each volunteer when they check in at the volunteer tent 2 free drink tokens (received after their shift is complete)
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### YOUR LOGO ON ▼

		Partner boards displayed at the Fest Website partner page
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### YOUR COMPANY NAME MENTIONED ▼

Fest Facebook post in partnership area Partner boards displayed at the Fest Website partner page	Fest Facebook post in partnership area Partner boards displayed at the Fest Website partner page	Fest Facebook post in partnership area
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**IOWA IRISH FEST**

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# IOWA IRISH FEST

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Thank you for  
becoming a partner  
of Iowa Irish Fest.

Your investment  
helps provide Irish  
cultural entertainment  
and activities for the  
community and showcases  
your business to  
thousands of attendees.

## 2022 Partnership Agreement

### PARTNER INFORMATION

Company Name  
AS IT SHOULD BE DISPLAYED

Contact Name

Contact Title

Mailing Address

City

State

Zip

Physical Address

City

State

Zip

Phone

Email

### PARTNERSHIP LEVEL INFORMATION

Partnership Level

Partner Investment \$

☐ Three-year commitment – Lock in your partnership levels for three years to get the current partnership package price. Payment is due each year, and the price will not increase during contract time period.

☐ Check enclosed ☐ Send invoice

### TERMS

Preferred payment method is by check. Make checks payable to Cedar Valley Irish Cultural Association. Credit card payments will be subject to a 3.5% processing fee.

*By signing this agreement, the entity listed above agrees to pay Cedar Valley Irish Cultural Association the amount associated with the selected partnership level. In return, the entity will receive the designated benefits described.*

Signature

Date

*Thank you! Your partnership is sincerely appreciated.*

Please mail to:  
Cedar Valley Irish Cultural Association  
315 E. Fifth St.  
Waterloo, IA 50703

You can also email your agreement to  
PartnerSponsors@IowaIrishFest.com

PLEASE EMAIL YOUR COMPANY LOGO TO PartnerSponsors@IowaIrishFest.com by May 30.