

17th Annual Iowa Irish Fest

A TOP IRISH FESTIVAL IN THE NATION!



IOWA IRISH FEST

DOWNTOWN WATERLOO

PARTNERSHIP/SPONSOR PACKET

IOWAIRISHFEST.COM

AUGUST 4-6, 2023

Presented by





37,000+

Attendees

35+

Performers from
all over the world

70+

Live shows

50+

Cultural & Music
Workshops

ACTIVITIES:

Family Fun &
Learning Area
Cultural Village
Heroes Area
Whiskey & Artist
Series Workshops
Shamrock N Run 5K
Celtic Cruise
Motorcycle Rally
High Nelly Bicycle Ride
Rugby Invitational

Contact us to
secure your
partnership:

Ted Batemon
(319) 404-3212

Julie Gage
(319) 610-1535

Lori McConville
(480) 290-3794

Chad Shipman
(319) 464-7355



Presented by Veridian Credit Union



Email us at

PARTNERSPONSORS@IOWAIRISHFEST.COM

COMMUNITY PILLAR PARTNERSHIP OPPORTUNITIES

	Community Pillar Partner 1	Community Pillar Partner 2
	\$3,300 per year; requires a 3-year commitment	\$1,800 per year; requires a 3-year commitment
Your Logo on	Pillar sections A, B, C, G, H or I	Pillar sections D, E, F, J, K or L
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
Weekend passes included	32 weekend passes	18 weekend passes

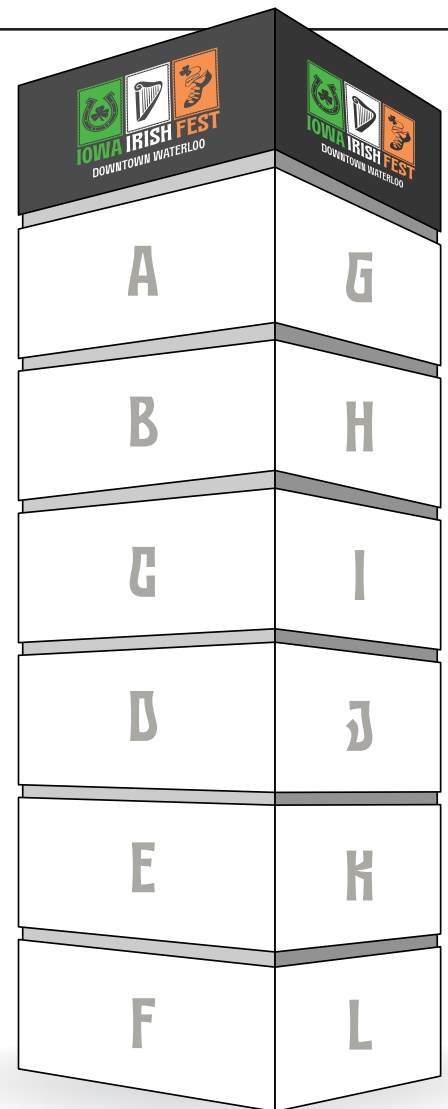
ADVERTISE YOUR BUSINESS ON ONE OF THE LARGE PILLARS DISPLAYED AT IOWA IRISH FEST.

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.*

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CULTURAL PARTNER OPPORTUNITIES

	\$500	\$1000	\$1500
Recognition Areas	<i>Choose one:</i> <input type="checkbox"/> High Nelly Bicycle Ride <input type="checkbox"/> Shamrock N Run 5K <input type="checkbox"/> Celtic Cruise Motorcycle Ride <input type="checkbox"/> Celtic Canines <input type="checkbox"/> Irish Royalty <input type="checkbox"/> Travel & Tour Workshops	<i>Choose one:</i> <input type="checkbox"/> High Nelly Bicycle Ride <input type="checkbox"/> Shamrock N Run 5K <input type="checkbox"/> Celtic Cruise Motorcycle Ride <input type="checkbox"/> Rugby Invitational <input type="checkbox"/> Highland Games <input type="checkbox"/> Beer Pouring Shift	<i>Choose one:</i> <input type="checkbox"/> High Nelly Bicycle Ride <input type="checkbox"/> Shamrock N Run 5K <input type="checkbox"/> Celtic Cruise Motorcycle Ride <input type="checkbox"/> Sunday Mass
Weekend passes	5	10	15
Free registrations for your event area	4	8	12
Beverage Tokens	0	2 per volunteer after their beer shift	0
Opportunity to give away promotional items in your event area	x	x	x
Event posters & materials	Name	Name	Logo
Website partner page On-site partner boards Stage LED screens Printed event schedule	Name	Name	Name
Event area sandwich boards & signage	Name	Name	Name
Social Media posts	All posts for your area	All posts for your area	All posts for your area
Irish Fest App			
On-Stage Announcements			
15-second commercial on LED			
Logo on stage banner			
Company name listed in stage name			
Logo on food coupons Food Court banner Menu boards			
Meet and greet opportunity		Highland Games partner with athletes	

CULTURAL PARTNER OPPORTUNITIES

\$2000	\$5000	\$7500	\$10,000
<i>Choose one:</i> <input type="checkbox"/> Artist Series Workshops <input type="checkbox"/> Kids Irish Dance Workshop <input type="checkbox"/> Hatchet Throwing <input type="checkbox"/> Black Smith Artists <input type="checkbox"/> Volunteer Shirt	<i>Choose one:</i> <input type="checkbox"/> Shuttle <input type="checkbox"/> Cultural Village Street <input type="checkbox"/> Heroes Area <input type="checkbox"/> Wristband Sponsor	<i>Choose one:</i> <input type="checkbox"/> Family Fun & Learning Area with Sycamore Stage <input type="checkbox"/> Opening Act Band	<i>Choose one:</i> <input type="checkbox"/> Lafayette Stage <input type="checkbox"/> Headliner Band <input type="checkbox"/> Food Court
20	50	75	100
0	10	15	20
x	x	x	x
Logo	Logo	Logo	Logo
Logo	Logo	Logo	Logo
Logo	Logo	Logo	Logo
All posts for your area	All posts for your area	All posts for your area	All posts for your area
	Logo	Logo	Logo
	1 per day	2 per day	3 per day
			Runs at least once per day
		Sycamore Stage partner	Lafayette Stage partner
		Family Fun partner	Lafayette Stage partner
			Food Court partner
	Heroes Partner with military guests of honor		Band partner with headliner band

BEVERAGE PARTNER OPPORTUNITIES

	\$3000	\$10,000	\$15,000	\$30,000
Recognition Areas	<i>Choose one:</i> <input type="checkbox"/> Dillon's Pub <input type="checkbox"/> Whiskey Master Classes <input type="checkbox"/> Beverage Experience Block <input type="checkbox"/> Whiskey Workshops	Official Irish Cream Partner/Whiskey Snug	Whisky Experience Partner/Lincoln Park Beverage Garden	Beverage Marketing Partner/Guinness Experience
Social Media posts	x	x	x	x
Website partner page On-site partner boards Stage LED screens Printed event schedule	Logo	Logo	Logo	Logo
Banners at beverage location	Logo	Logo	Logo	Logo
Irish Fest App		Logo	Logo	Logo
On-Stage announcements	Once per day	Twice per day	Three times per day on stage, before event featuring product	Four times per day
15-second commercial on LED		1	1	2
Signage for event area	Table Tents at Pub; Placemats at Master Classes	Banners, Drink Menu	Sandwich Board, Drink Menu	Sandwich Board/ Banners, Drink Menu
Opportunity to give away promotional materials	x	x	x	x
Opportunity to provide product signage & inflatable advertising	x	x	x	x
Sampling booth in Beverage Experience Block (<i>sponsor provides staffing</i>)	x	x	x	x
Access to discounted hotel rooms (<i>Request rooms in block by May 1</i>)	x	x	x	x
Complimentary registrations to workshop of your choice	2	3	4	6
Weekend Passes	30	50	80	120
Beverage Tokens	6	25	25	50

HOSPITALITY AREA

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

Option 1	Option 2
20'x60' Hospitality tent in a shaded area of Lincoln Park. Picnic tables and folding tables and chairs provided to seat up to 100 people. Group name displayed on 2x3 ft. sandwich board signage.	20'x20' Hospitality area in a shaded area of Lincoln Park. Picnic tables provided to seat up to 30 people. Group name displayed on 2x3 ft. sandwich board signage.
Cost: \$250 and a minimum purchase of 50 weekend passes.	Cost: \$150 and a minimum purchase of 25 weekend passes.

To plan your group event, contact us at info@lowalrishFest.com

Time Blocks	Friday: 6:00 p.m. - 9:00 p.m.	Saturday: 10:00 a.m. - 1:00 p.m.	Saturday: 1:30 p.m. - 4:30 pm.	Saturday: 5:00 p.m. - 8:00 p.m.	Sunday: 11:30 a.m. - 2:30 p.m.	Sunday: 3:00 p.m. - 6:00 p.m.
Minimum Fest Passes Required	20x20 Tent Minimum purchase of 25 passes \$25.00 each		20x60 Tent Minimum purchase of 50 passes \$25.00 each		Optional Discounted Drink Tokens (Beer/Wine) minimum 50 quantity, \$5.00 each	
Optional Catering \$15 per person includes:	Guinness & honey glazed pork loin <i>(option as sandwich w/bun)</i> Smoked mac Colcannon <i>(Irish potato salad)</i> Fresh fruit 1 Bottled water 1 Drink token					
Payment	50% deposit required at time of reservation to guarantee the space and remaining balance due June 30. 3.5% credit card fee will be applied to the total if not paid by cash or check.					



WE'D LOVE TO HAVE YOU VOLUNTEER!

Volunteer opportunities are available at IowaIrishFest.com beginning in March.



2023 PARTNER COMMITMENT FORM



IOWA IRISH FEST

Presented by Veridian Credit Union

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.

