

VIP EXPERIENCE PACKAGE

\$1,000

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(Very Irish People)

PERKS:

- 8 weekend passes for Iowa Irish Fest
- 8 Sunday lunch vouchers
Redeem at the VIP hospitality tent in Lincoln Park
- 32 drink tokens for alcoholic beverages
- Exclusive Iowa Irish Fest gift
- 8 VIP lanyards
Allows access to monitored "VIP Experience" areas
- Reserved picnic table in exclusive VIP area in Lincoln Park near the stage – area is monitored to ensure only VIP pass holders are admitted.
- Decorate your table to win a prize package
Decorating is mandatory
- Exclusive access to the Elks Lodge Brass Lounge
(air-conditioned private bar area located in the lower level)
- Additional "VIP Experience" passes are \$75 each
(limit 2 per table)



Tables are limited!
Reservations will begin on March 17.
Sign up at:
lowalrishFest.com/v-i-p-packages

JOIN CARA!



The Official
FRIENDS OF THE IOWA IRISH FEST
Group

CARA supports the Iowa Irish Cultural Association's goal to celebrate and develop Irish fellowship and outreach in our community.
Visit lowalrishFest.com/cara to see the various levels and complete the membership form.

MEMBERSHIP INCLUDES:

- Complimentary passes to the Iowa Irish Fest
(based on membership level)
- Exclusive VIP Lanyard
- Free Sunday Brunch at Lincoln Park hospitality tent
- Invitation to exclusive events such as: St. Practice Day, Irish Concerts, exclusive Cara bus trips and a holiday party



WE'D LOVE TO HAVE YOU VOLUNTEER!

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



20th Annual Iowa Irish Fest CELEBRATE 20 YEARS OF IRISH MUSIC & ACTIVITIES WITH US!

35,000+

Attendees

30

Performing Acts

55

Live Shows

50

Cultural & Music Workshops

IOWA IRISH FEST
DOWNTOWN WATERLOO

20TH
ANNIVERSARY

PARTNERSHIP OPPORTUNITIES!

Be part of the fun at Iowa Irish Fest by featuring your brand to thousands of Iowa Irish Fest guests who visit during the three-day event. Sign up early as space is limited!

JULY 31 - AUG. 2, 2026

Contact us to secure your partnership:

Call (319) 231-1100

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

Or fill out our online form by visiting lowalrishFest.com/sponsorship

Presented by

Veridian
CREDIT UNION

IMPACT
MARKETING

Iowa Irish Fest, 330 E. 4th St., Waterloo, IA 50703 • lowalrishFest.com

The Cedar Valley Irish Cultural Association is a 501(c)(3) not-for-profit organization promoting Irish culture.

BAND SPONSORSHIPS

\$15,000 **Headliner Band Sponsor**
(2 sponsors available per headliner)

PERKS:

- 120 Irish Fest Weekend passes
- Company logo on:
 - Website partner page
 - Partner boards displayed at the Fest
 - Printed event schedules
 - LED Screen slide featuring band details at Main Stage and LSB Stage
 - Sponsor pillar at Fest intersections
- Exclusive company advertisement slide on LED rotation
- 30-second commercial aired on LED all 3 days of the Fest
- Company name mentioned during stage announcements
- Band Meet & Greet with headliner band
Subject to band availability
- Special seating area on or near stage during headliner performance *(for up to 10 people)* *Subject to band approval*
- Exclusive merchandise item signed by band members
- VIP tent exclusively for you for 1 day of the Fest *(seats up to 20 people)*

AREA SPONSORSHIPS

\$15,000 *Choose one:*
- Mobile App
- VIP Experience Area

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PERKS:

- 120 Irish Fest weekend passes
- Company logo on:
 - Website partner page
 - Partner boards displayed at the Fest
 - Printed event schedules
 - LED Screen slide featuring band details at Main Stage and LSB Stage
 - Sponsor pillar at Fest intersections
- 30-second commercial aired on LED *(on rotation all three days of the Fest)*
- VIP Experience Package for 8 with reserved VIP area table
- Mobile App sponsor:
 - Company ad when app opens
 - Logo on app main page
 - Logo on all mobile app advertisements
- VIP Experience sponsor:
 - Logo on VIP wristbands
 - Logo on gift bag and gift item
 - Company banners on VIP area fencing (sponsor provides)

\$10,000

Premier Band

PERKS:

- 80 Irish Fest Weekend passes
- Company logo on:
 - Website partner page
 - Partner boards displayed at the Fest
 - Printed event schedules
 - LED Screen slide featuring band details at Main Stage and LSB Stage
 - Sponsor pillar at Fest intersections
- Company name mentioned during stage announcements
- Band Meet & Greet with band of your choice
Subject to band availability
- Special seating area on or near stage during band's performance *(for up to 5 people)* *Subject to band approval*
- Exclusive merchandise item signed by band members
- One 15-second commercial aired on LED all three days of the Fest

\$5,000 **Regional/ Iowa-Based Bands**

PERKS:

- 40 Irish Fest Weekend passes
- Company logo on:
 - Website partner page
 - Partner boards displayed at the Fest
 - Printed event schedules
 - LED Screen slide featuring band details at Main Stage and LSB Stage
 - Sponsor pillar at Fest intersections
- Company name mentioned during stage announcements
- Band Meet & Greet with band of your choice
Subject to band availability

AREA SPONSORSHIPS

\$5,000 *Choose one:*
- Family Fun and Learning Area
- Heroes Area
- Cultural Village

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PERKS:

- 40 Irish Fest weekend passes
- Company logo on:
 - Website partner page
 - Partner boards displayed at the Fest
 - Printed event schedules
 - LED Screen slide at Main Stage and LSB Stage
 - Sponsor pillar at Fest intersections
- Company name mentioned during stage announcements
- 15-second commercial on LED screen at the main stage
- Opportunity to give away company promotional items during the Fest
- Advanced volunteer sign-up for group of 6 or more volunteers in the area of your choice
- Display your company banner in sponsorship area

\$2,000 **Cultural Experience**
Includes: Artists' series, Dance workshop and Travel and Tour workshop

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PERKS:

- 16 Irish Fest weekend passes
- Company name on the website partner page
- Company name on workshop flyers
- Company name on the LED screen at the main stage
- Company name mentioned on social media posts for the sponsor area
- Company name will be mentioned before each workshop
- Advanced volunteer sign-up for group of 6 or more volunteers in the area of your choice

\$1,200 *Choose one:*
- Mass
- Royalty Contests
- Merchandise

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PERKS:

- 10 Irish Fest weekend passes
- Company name on the website partner page
- Company name mentioned on 1 social media post for the sponsor area
- Stage mention during Mass or contest events
- Advance sign-up for group of 6 volunteers in any area
- Merchandise Sponsor: *Company branded ponchos or hand fans (given out due to weather, one sponsor for the poncho and one for the hand fans)*

\$500 *Choose one:*
- Friend of the Fest
- Celtic Cruise
2 free Celtic Cruise tickets, plus perks listed!
- Umbrellas on Lafayette
Feature your company logo on a shade umbrella on Lafayette Street

PERKS:

- 4 Irish Fest weekend passes
- Company name on the website partner page
- General sponsorship social media post