

VIP EXPERIENCE PACKAGE

\$1,000



(Very Irish People)

JOIN CARA!



The Official
FRIENDS OF THE IOWA IRISH FEST
Group

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:
IowaIrishFest.com/v-i-p-packages

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@IowaIrishFest.com

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

Presented by



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)

\$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

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

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

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)

AREA SPONSORSHIPS

\$15,000

Choose one:
- Mobile App
- VIP Experience Area

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

Choose one:
- Food Court
- Shuttle Sponsor

PERKS:

80 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

Mentioned on all social media posts for sponsor area

30-second commercial on LED screens

Advance volunteer sign-up for your group in area of your choice

VIP Experience Package for 8 with reserved VIP area table

Food Court:
- Logo on food bucks
- Logo on Food Court banner

Shuttle Sponsor:
- Logo on all shuttle printed materials
- Logo on shuttle stop flags and signs
- Can hand out company logo items on shuttle

\$2,500

Athletic Sponsor

Includes: Shamrock N Run 5k, High Nelly Bike Rally, Highland Games, Rugby Invitational

PERKS:

20 Irish Fest weekend passes

Company logo on:
- Website partner page
- Partner boards displayed at the Fest
- LED Screen slide at Main Stage and LSB Stage

Opportunity to give away promotional items during the Fest

Company name printed on event schedules (Must commit by June 1)

Company name mentioned on social media posts for the sponsor area

Company name mentioned during event announcements

Advanced volunteer sign-up for group of 6 or more volunteers in the area of your choice

\$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

4 Irish Fest weekend passes

Company name on the website partner page

General sponsorship social media post