



2014



Irish Fest  
Sponsorship  
Packet



20TH ANNUAL  
MANHATTAN  
IRISH FEST

FRIDAY FEBRUARY 28TH  
&  
SATURDAY MARCH 1ST



# 2014 Manhattan Irish Fest

## Sponsorship Benefits

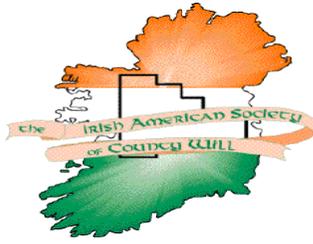
- Your company will benefit from the exposure of your business at the event on printed material.
- You will be recognized after the fest with Thank You ads in the local newspaper and the Irish American Society of County Will newsletter.
- Your company name and logo may be used on printed material, banners and signs wherever permissible.
- Your company may realize an immediate and long-term increase in sales due to your participation.
- Your company will be exposed and targeted toward a consumer base in a highly desirable demographic.
- This event will evoke a positive, charitable and exciting attitude toward your company by all those attending.
- Your company will build a stronger relation and loyalty with a large and growing community by promoting and participating in this worthy cause.
- Your people, whether “working” the event or coming out to support you at the event, will have an enthusiastic and positive attitude about the company they work for. They truly enjoy the event!

**Additional media and print outlets have been added in 2014  
to increase exposure!**

## Various Selective Sponsorships

Customize your own sponsorship! You may opt to donate funds, goods or services in an amount of your choice. To design your own package, contact Janine Podgorny at 815-693-8687 or [j.irishfest@gmail.com](mailto:j.irishfest@gmail.com)





SPONSORED BY:  
**THE**  
**IRISH AMERICAN SOCIETY**  
**OF COUNTY WILL**  
**WWW.COUNTYWILLIRISH.NET**

**Level****Includes:****5K Run**

(One Sponsor)

\$5,000 Includes:

- Official "Race" naming rights
- Business name to be printed on shirts handed out to all race participants
- Included on advertising done by Prairie State Roadrunners
- Two 4'x3' banners to be hung above the stage of the main tent
- BASE PACKAGE
- Irish Fest 3"x3" ad and link to your webpage (if available)
- Tag line & tent name exposure on ALL radio ads
- Verbal recognition by emcee throughout festival
- Complimentary Deluxe VIP Package, including Admission Buttons
- Right of first refusal for 2014

**Entertainment****Tent**

(One Sponsor)

\$3,000 Includes:

- Official "Entertainment Tent" naming rights
- Three 4'x3' banners to be hung above the stage of the main tent and one
- One 8'x2' banner to be hung at base of stage
- BASE PACKAGE
- Irish Fest 3"x3" ad and link to your webpage (if available)
- Tag line & tent name exposure on ALL radio ads
- Verbal recognition by emcee throughout festival
- Complimentary Deluxe VIP Package, including Admission Buttons
- Right of first refusal for 2014

**Main Stage**

(One Sponsor)

\$2,500 Includes:

- Official naming rights on the main stage.
- Two 4'x3' banners to be above the stage in the main tent and one
- One 8' x 2' banner hung at the base of the stage
- BASE PACKAGE
- Irish Fest 3"x3" ad and link to your webpage (if available)
- Tag line & main stage name exposure on ALL radio ads
- Verbal recognition by emcee throughout festival
- Complimentary Deluxe VIP Package, including Admission Buttons
- Right of first refusal for 2014

**Children's Area**

(One Sponsor)

\$2,000 Includes

- Naming rights to the Manhattan Park District Program Center that will host the children's activities throughout the weekend as well as the Parade Warming Area Saturday.
- Two 4'x3' banners to be hung at the Manhattan Park District Program Center Business name
- BASE PACKAGE
- Irish Fest 3"x3" ad and link to your webpage (if available)
- Verbal recognition by emcee throughout festival
- Complimentary Deluxe VIP Package, including Admission Buttons
- Right of first refusal for 2014

**Parade****(One Sponsor)****\$2,000 Includes**

- Naming rights to the Manhattan Irish Festival Parade.
- Two 4'x3' banners to be hung at the Manhattan Irish Festival Parade Stage Business name
- BASE PACKAGE
- Irish Fest 3"x3" ad and link to your webpage (if available)
- Tag line & main stage name exposure on ALL radio ads
- Verbal recognition by emcee throughout festival
- Complimentary Deluxe VIP Package, including Admission Buttons

**Raffle Level****\$1,500 Includes****(One Sponsor)**

- Official "Raffle Ticket" naming rights, over 6,000+ tickets printed
- BASE PACKAGE
- Verbal recognition by emcee throughout festival
- Complimentary Deluxe VIP Package, including Admission Buttons

**Fiddle Level****BASE PACKAGE****\$1,000 Includes**

- Business name & logo on 25'x5' banner that will be hung in town prior to the fest and at the fest
- Business name & logo on 25'x5' banner that will be hung in the main tent during the fest
- One 4'x3' banner will be hung at Manhattan baseball field from April to August 2014
- Irish Fest 2"x2" ad and link to your webpage (if available)
- Exposure on ALL newspaper ads; local papers like Russell Publications, the Herald News and the Farmers Weekly
- Business name and logo on advertising outlets; flyers, postcards, posters, and banners
- NEW: Ability to advertise on Facebook via our page which has over 1,000 "likes" and growing since 12/2012!
- 15 Complimentary Admissions Button for all events the entire weekend

**Blarney Level****\$500 Includes**

- One 4'x3' banner will be hung inside the main tent during the festival
- One 4'x3' banner will be hung at Manhattan baseball field from April to August 2014
- Name and link to your webpage on Irish Fest website (if available)
- Business name and logo on advertising outlets; flyers, postcards, posters, and banners
- NEW: Ability to advertise on Facebook via our page which has over 1,000 "likes" and growing since 12/2012!
- 10 Complimentary Admissions Button for all events the entire weekend

**Kilt Level****\$250 Includes**

- Business name appears as a line on the sponsorship page of the Irish Fest webpage
- Thank-you ad in newspaper following the fest
- Thank-you ad in Irish American Society of County will newsletter
- 5 Complimentary Admissions Button for all events the entire weekend

**Shamrock Level****\$100 Includes**

- Business name appears as a line on the sponsorship page of the Irish Fest webpage
- Thank-you ad in newspaper following the fest
- Thank-you ad in Irish American Society of County will newsletter
- 4 Complimentary Admissions Button for all events the entire weekend

**Raffle Prizes**

- Donate a raffle basket of your choice
- Contact Jen Murphy @ snowlovers@sbcglobal.net

**Volunteers**

- Volunteer time, shifts are in 2 hour increments in the Main Tent and Children's Area
- Contact Christy Gibbons @ cgirishfest@hotmail.com

# 2014 Manhattan Irish Fest Sponsorship Form

*Thanks to your sponsorships, the Manhattan Irish Fest donated a whopping \$200,000 to local charitable organizations throughout Will County since 2005. Let's keep up the good work!*

**DEADLINE January 24, 2014**

**Sponsorship received after that date may receive reduced advertising benefits**

Business Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

---

## **Sponsorship Level Cost**

*Payment Options Available*



- |                          |                    |         |
|--------------------------|--------------------|---------|
| <input type="checkbox"/> | 5K Race Sponsor    | \$5000  |
| <input type="checkbox"/> | Entertainment Tent | \$3000  |
| <input type="checkbox"/> | Main Stage         | \$2500  |
| <input type="checkbox"/> | Children's Area    | \$2000  |
| <input type="checkbox"/> | Parade Sponsor     | \$2000  |
| <input type="checkbox"/> | Raffle Tickets     | \$1500  |
| <input type="checkbox"/> | Fiddle Level       | \$1000  |
| <input type="checkbox"/> | Blarney Level      | \$500   |
| <input type="checkbox"/> | Kilt Level         | \$250   |
| <input type="checkbox"/> | Shamrock Level     | \$100   |
| <input type="checkbox"/> | Donation           | \$_____ |
| <input type="checkbox"/> | Other _____        |         |
- 

### **Instructions:**

- 1) Please mail this sheet and payment to: Manhattan Irish Fest, PO Box 14, Manhattan, IL 60442
- 2) Email high-res logo for ads & banners to [j.irishfest@gmail.com](mailto:j.irishfest@gmail.com)