



2020 Rose & Shamrock Festival

Sponsored By:

The Lancaster Celtic Arts Foundation Inc. a 501(c)(3)

1610 Sunset Avenue

Lancaster PA 17601

717.380.5301

www.roseandshamrock.org

admin@roseandshamrock.org

Dear Business Owner,

Lancaster County's only FREE Celtic Festival is held President's Day Weekend every year and draws in thousands of people from the Tri-State area including vendors, Irish dance competitors, bagpiping competitors, judges, Irish music competitors, bands, living history re-enactors, Celtic entertainers and the general public. We would like to offer your business a chance to partner with us to support this festival and also to make the public aware of your business and their support for the arts in Lancaster City.

This event is sponsored by The Lancaster Celtic Arts Foundation, Inc. and is held at various downtown locations including the Lancaster County Convention Center and Marriott Hotel, Tellus 360 Restaurant, The Ware Center, Annie Bailey's Public House, and more in the heart of downtown Lancaster.

The Foundation is dedicated to the promotion of and education in Celtic art forms and has successfully been offering dance classes, music classes, and sponsorship opportunities since its inception. At this festival, they continue to support their mission through offering music and dance competitions, entertainment, and educational workshops.

We are looking for sponsors willing to partner with us to make this festival a success and would love to count on your support. To provide opportunities for various types of corporate partners, we have developed a comprehensive sponsorship program. Through event sponsorship, our partners associate themselves with wholesome, family-oriented activities at a cultural community event. We focus on presenting our partners in a positive public manner and we work to assist our partners in the creation of promotional activities designed to enhance their sponsorship.

Thank you for your consideration in this matter and we look forward to speaking with you soon about partnering with us!

Sincerely,

Esther Pujol
President
Lancaster Celtic Arts Foundation Inc.

2019 Lancaster County Rose & Shamrock by the Numbers:

- 2 – The number of Celtic Festivals that run in Lancaster County. The Rose & Shamrock is one of them!
- 2 -The number of FREE admission Celtic Festivals in Pennsylvania. The Rose & Shamrock is one of them!
- 3,000 – Estimated Total Number of 2019 Attendees. Estimated Demographic %20 Lancaster County. 80% Outside of Lancaster County.
- 6 – The number of local & regional Media Organizations that covered the Festival (WJTL, WGAL, Engle Publishing, Irish Edition Newspaper of Philadelphia, LNP, and more!)
- \$87,000 - The cost to run the 2019 Festival.
- \$84,000 - The amount of money raised in 2019 through competitor fees, corporate sponsorship, donated services and goods, and individual sponsorships.
- \$8,500 – Amount spent on awards for the Bagpiping Competitors, Irish Dance Competitors, Irish Music Competitors, Irish Art Competitors, & Irish Baking Competitors
- \$350 – Amount given to Schreiber Pediatric Rehab from money raised by our Charity Irish Dance Competition.
- 870 - Irish Dance Competitors who attended in 2019. They came from 94 different Irish Dance Schools and 15 different states as well as Canada.
- 30 - Irish Music Competition Entries. It was one of the largest Irish Music competitions in the tri-state area.
- 22 - Irish Art Competition Entries. Entries ranged from small children to professional artists and were from several different states.
- 20 – Irish Baking Competition Entries. Entries ranged from beginner to adult with competitors coming from several different states.
- 1 - Child who danced in our Special Needs Irish Dance Competition.
- 25 - Bagpipers who participated in our Bagpiping Competition. They came from 8 different states.
- 10 - Stages that ran during the Festival featuring Irish Dance Competitors, Scottish Country Dancers, Fiddle Workshops, Bodhran Workshops, History Demonstrations, Bands, a Welsh Choir, and more!
- 125 – Volunteers from 25+ different local and out-of-state organizations made the day possible!
- 21 - Celtic vendors offered everything from Celtic Food to kilts to Irish dance shoes.
- 7 - Tables of Celtic Organizations and Clans offering historical and educational information.

Rose & Shamrock Sponsorship Opportunities

Raffle Donations

TBD

A company may wish to donate food items, merchandise, tickets, etc... for our raffles in lieu of a cash gift. The value of the gifts will be used to determine sponsorship level.

Bronze Sponsor

\$100

- Business name listed in Festival booklet

Silver Sponsor

\$250

- Quarter page ad (2.25H x 3.7W) in Festival booklet
- Business name listed on volunteer t-shirts

Gold Sponsor Opportunity

\$500

Perpetual Trophy Sponsor

- Business name announced before the awards ceremony where your perpetual trophy is presented
- Your business name engraved on the perpetual trophy
- Business name on all Festival print and social media promotional materials
- Half page ad (3.5H x 4.5W) in Festival booklet
- Business logo on volunteer t-shirts

Signature Sponsor Opportunities

\$1,000

Pick One!

- Special Needs Irish Dance Competition Sponsor
- Irish Music Competition Sponsor
- Scottish Fiddle Competition Sponsor
- Irish Gaelic Workshop Sponsor
- Irish Set Dance Workshop Sponsor
- Bagpiping Competition Sponsor
- Irish Dance Competition Sponsor
- Band Sponsor
- Irish Baking Competition Sponsor
- Scottish Highland Dance Competition Sponsor
- Celtic Art Competition Sponsor
- Opening Ceremonies Sponsor
- Ode to Burns Sponsor

- Sponsorship announced at the event you are sponsoring.
- Business name in all promotional materials (print, television, radio & social media)
- Full page ad (7.5H x 4.5W) with premium placement in Festival booklet
- Business logo prominently displayed on volunteer t-shirts

Major Sponsor Opportunities

\$2,500

- Retractable Banner (provided by your business) with premium placement at the Main Festival stage
- Sponsorship announced at the Main Stage during each band introduction
- Business name in all promotional materials (print, television, radio & social media)
- Full page ad (7.5H x 4.5W) with premium placement in Festival booklet
- Business logo prominently displayed on volunteer t-shirts

Identity Sponsor Opportunities

\$5,000

- A Stage or Area named after your business (ex: “The ABC Stage”, “The ABC Food Hall”, etc.
- Retractable Banner (provided by your business) with placement at your named area
- Sponsorship announced at the Main Stage during each band introduction
- Business name in all Festival promotional materials (print, television, radio & social media)
- Full page ad (7.5H x 4.5W) with premium placement in Festival booklet
- Business logo prominently displayed on volunteer t-shirts

Title Sponsorship

\$25,000

- The most valuable commodity an event has is its name. For one sponsor only, The Lancaster Celtic Arts Foundation will identify the Annual Rose & Shamrock Festival with the name of its Title Sponsor. The Title Sponsor’s name shall be included in all public mention, promotion, press releases, advertising and any other media identification, when The Rose & Shamrock is mentioned.

Sponsorship Details:

- To ensure a quality image, please submit ads in PDF, JPG or TIF photo format (300 dpi is acceptable)
- Please submit ads and logos to admin@roseandshamrock.org
- Ads & sponsorships are due by Jan 15th
- Retractable Banners should be delivered to the Marriott Hotel during the week before the Festival to the front desk. No Banners should be dropped off any later than the Friday of the Festival at 5pm.

_____ Yes, we would like to be a _____ sponsor for the Rose & Shamrock Festival with a contribution of \$ _____.

_____ Yes, we are interested in donating specific items to the Festival for raffle baskets. They are _____. (Please attach invoice with related cost.)

_____ Yes, we are interested in donating specific items to the Festival for the proper running of the event. They are _____. (Please attach invoice with related cost.)

Business Name: _____

Business Address: _____

Business Phone: _____

Contact Name: _____

E-mail: _____

Print Name: _____ Title: _____

Signature: _____

Please submit checks payable to "Lancaster Celtic Arts Foundation" and this form to:
Lancaster Celtic Arts Foundation Inc. 1610 Sunset Avenue. Lancaster PA 17601.

To contact us about the delivery or pick-up of donated items:

Esther Pujol

717.380.5301

admin@roseandshamrock.org