

Midlands Celtic Festival

Sponsorship Information

Mission

The Midlands Celtic Festival; raising awareness of the artistic, athletic, historical and cultural contributions by Celtic people through our community-based, family event highlighting the sports, music, dance, heritage and culture of Celtic people.

Highland Games Information

Highland Games - are events held throughout the year in Scotland and other countries as a way of celebrating Scottish and Celtic culture and heritage, especially that of the Scottish Highlands. Certain aspects of the games are so well known as to have become emblematic of Scotland, such as the bagpipes, the kilt, and the heavy events, especially the caber toss. While centered on competitions in piping and drumming, dancing, and Scottish heavy athletics, the games also include entertainment and exhibits related to other aspects of Scottish and Gaelic culture.

The Midlands Celtic Festival is a centrally located compared to other Highland Games in the Midwest region – giving our venue the potential to draw large crowds. Although there are Highland Games throughout the United States, they are predominately located on the East and West coasts. From Omaha, Nebraska, you would need to travel at least three hours by car to attend the closest Highland Games similar to the Midlands Celtic Festival; and at least six hours to reach the second closest Highland Games! The majority of the Highland Games in the Midwest region are predominately located in the states of Illinois, Michigan and Wisconsin. In order to reach these games, you would have to travel, at a minimum, eight hours by car from Omaha, Nebraska.

The Midlands Celtic Festival will include a heavy athletics competition, including great events such as the caber toss and the hammer throw, a Scottish Highland dance competition, which will draw dancers from neighboring areas to participate, and a bagpipe band competition. Highland games are a great opportunity for patrons to search for their roots, as many clans and family associations travel to different Celtic events across the country.

In addition, historic re-enactors and craftsmen will be in attendance to give demonstrations on specialized activities such as spinning, weaving, harp and country dancing demonstrations. During the day, Celtic bands will provide entertainment and refreshments will be available via ethnic food vendors. In just one day, attendees can get a taste of Celtic music, entertainment, products, ethnicity and even perhaps personal heritage.

Sponsorship Benefits

The Midlands Celtic Festival is central for the majority of our participants. We will be drawing participants from various states including Iowa, Minnesota, Wisconsin, Illinois, Missouri and Kansas. On average, Highland Games typically derive 20% to 30% of their total attendance from outside their local area; many of which stay at least one night in the area.

We are anticipating an attendance of 2,500 people for our venue. With an average, estimated \$160 in purchases per over-night guest; our venue has the potential to generate thousands of dollars for our local economy.

By sponsoring the Midlands Celtic Festival, your organization will be able to:

- ❖ Enhance your organization's reputation by supporting an educational, community and family-oriented event.
- ❖ Showcase your products or services to a desirable market, including thousands of families.
- ❖ Feature your products or services in our printed promotions and through on-site opportunities.
- ❖ Support historical and cultural traditions and help educate future generations in the rich traditions of Celtic sports, dance, arts and music.
- ❖ Support and help improve the local quality of life by supporting a unique, enjoyable, family-oriented event.

Sponsorship Opportunities

Sponsors can participate in the Midlands Celtic Festival in many different ways. Some sponsorship opportunities include:

- ❖ Making in-kind donations
- ❖ Sponsoring specific event(s)
- ❖ Advertising in our printed program
- ❖ Sponsoring Entertainment stage(s)
- ❖ Placement of a promotional tent on our grounds
- ❖ Sponsoring awards/trophies for Athletics, Dancing or Piping

Sponsorship Packages

Platinum - \$5,000 and up

- Banner exposure on grounds (Sponsor supplied banner)
- Large logo on website with link to your website
- Large logo on Game T-Shirts
- Large logo in souvenir program

Gold - \$2,500

- Small logo on website with link to your website
- Small logo on Game T-Shirts
- Small logo in souvenir program

Silver - \$1,500

- Small logo on website
- Small logo in souvenir program

Bronze - \$500

- Souvenir program listing with logo and business address on Sponsors page

Plaid - \$250 and below

- Name in souvenir program

Midlands Celtic Festival Contact

We welcome any questions you may have about the Midlands Celtic Festival. For more information or to discuss sponsorship opportunities and packages, please contact us at:

Midlands Celtic Festival

114 S 50th St • Omaha, NE 68132

(402) 614-9458 Phone/Fax

www.midlandscelticfestival.com

info@midlandscelticfestival.com

You may also contact us by returning the form below:

Yes, I would like to benefit my organization through an affiliation with the Midlands Celtic Festival!

Sponsorship Package or Event of interest:

Please have someone contact me:

Name: _____

Business: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

I'm already on-board! Please consider this notice of our commitment to the Midlands Celtic Festival!

Amount/Package: _____

THANK YOU FOR YOUR INTEREST IN THE MIDLANDS CELTIC FESTIVAL!