



# 2012



# Irish Fest Sponsorship Packet



A Special Thanks to the  
Manhattan Park District,  
the Village of Manhattan,  
the Irish-American Society  
of Will and all the  
volunteers that make each  
and every Irish Fest  
possible!



# 2012 Manhattan Irish fest

## Sponsorship Benefits

- Your company will benefit from the exposure of your business at the event on printed material.
- This event will evoke a positive, charitable and exciting attitude toward your company by all those attending.
- 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.
- Your company name and logo may be used on printed material, banners and signs wherever permissible.
- 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!
- You will be recognized after the fest with Thank You ads in the local newspaper and the Irish American Society of County Will newsletter.

## 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





SPONSORED BY:

**THE  
IRISH AMERICAN SOCIETY  
OF COUNTY WILL**

**WWW.COUNTYWILLIRISH.NET**

**Level****Includes:**

**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
- One 4'x3' banner will be hung at Manhattan baseball field from April to August 2012
- Irish Fest 3"x3" ad and link to your webpage (if available)
- Tag line & tent name exposure on ALL radio ads
- Tag line exposure on ALL newspaper ads
- Business name and logo on 5,000 flyers and posters to be distributed in the south suburbs
- Verbal recognition by emcee throughout festival
- Complimentary Deluxe VIP Package, including Admission Buttons
- Right of first refusal for 2013

**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
- Irish Fest 3"x3" ad and link to your webpage (if available)
- Tag line & main stage name exposure on ALL radio ads
- Tag line exposure on ALL newspaper ads
- Business name and logo on 5,000 flyers and posters to be distributed in the south suburbs
- Verbal recognition by emcee throughout festival
- Complimentary Deluxe VIP Package, including Admission Buttons
- Right of first refusal for 2013

**Children's Area**

(One Sponsor)  
\$2,000 Includes

- Naming rights to the Manhattan Park District Program Center that will host the extensive 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
- Irish Fest 3"x3" ad and link to your webpage (if available)
- Tag line & main stage name exposure on ALL radio ads
- Tag line exposure on ALL newspaper ads
- Business name and logo on 5,000 flyers and posters to be distributed in the south suburbs
- Verbal recognition by emcee throughout festival
- Complimentary Deluxe VIP Package, including Admission Buttons
- Right of first refusal for 2013

**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
- One 4'x3' banner will be hung at Manhattan baseball field from April to August 2012
- Irish Fest 3"x3" ad and link to your webpage (if available)
- Tag line & main stage name exposure on ALL radio ads
- Tag line exposure on ALL newspaper ads
- Business name and logo on 5,000 flyers and posters to be distributed in the south suburbs
- Verbal recognition by emcee throughout festival
- Complimentary Deluxe VIP Package, including Admission Buttons
- Right of first refusal for 2013

**Corporate Level**

\$1,500 Includes

- Business name & logo on 25'x5' banner that will be hung in town prior to 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 2012
- Irish Fest 2"x2" ad and link to your webpage (if available)
- Exposure on ALL newspaper ads
- Business name on 5,000 flyers and posters to be distributed in the south suburbs
- Verbal recognition by emcee throughout festival
- Complimentary Deluxe VIP Package, including Admission Buttons

**Fiddle Level**

\$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 2012
- Irish Fest 2"x2" ad and link to your webpage (if available)
- Exposure on ALL newspaper ads
- Business name on 5,000 flyers and posters to be distributed in the south suburbs
- 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 2012
- Name and link to your webpage on Irish Fest website (if available)
- Business name on 5,000 flyers and posters to be distributed in the south suburbs
- 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

# Thank You

# 2012 MANHATTAN IRISH FEST

## Sponsorship Form

*Thanks to your sponsorships, the Manhattan Irish Fest donated a whopping \$150,000 to local charitable organizations throughout Will County since 2005. Let's keep up the good work!*

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

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

**Please note:** This year, all sponsors' admissions buttons will be available at the Festival Will Call near front entry gate. Please instruct your guests to come to the gate and give your company name. They will be asked to sign out their button. One person per button.



### Sponsorship Level Cost

*Payment Options Available*

c Entertainment Tent	\$3000
c Main Stage	\$2500
c Children's Area	\$2000
c Parade Sponsor	\$2000
c Corporate Level	\$1500
c Fiddle Level	\$1000
c Blarney Level	\$500
c Kilt Level	\$250
c Shamrock Level	\$100
c Donation	\$_____
c 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)