



# michigan celtic

Celtic spirit in the heart of the mitten.

July 12–13, 2024 @ the Fairgrounds

When you support the Celtic Festival, you are not only supporting the event, you're supporting the community and you're taking advantage of a great marketing opportunity: Michigan Celtic has become one of the largest events held in Washtenaw County.

Of course there are bagpipes & fiddles, but the festival also hosts nearly 50 local artists - providing them affordable space to share their work with the community. There are lots of kilts, many worn by the athletes who every year set national & world records. There's beer & food & some of the best performers in the country.

## Festival 2023 - by the numbers

- 12,500 +/- diverse attendees
- 60% female, 40% male
- most adults were age 25-48 years
- top zipcodes represented: Ann Arbor, Ypsilanti, Saline, Adrian, Milan, Tecumseh, Chelsea, and Jackson
- Festival social media saw a 450% increase in followers with 24,300 +/- unique interactions between May 1 & July 20, the website had 9,210 +/- unique "hits"

## Sponsorship Opportunities

	Red Dragon Stage \$5,000	Kings Circle \$3,000+	Ring of Steel Circus \$2,500	Highland Games \$2,500	Celtic Breeds Exhibit \$2,500	Brecon Stage \$2,500	Dublin Stage \$1,500	Corgi Races \$1,250	<b>SPONSORED</b> Warriors Circle \$1,000 - \$2,999	Pipers Circle \$500 - \$999	Supporter \$250 - \$499
Festival website presence	*	*	*	*	*	*	*	*	*	*	*
Festival Social Media Presence	*	*	*	*	*	*	*	*	*	*	*
Logo on banners at festival	*	*	*	*	*	*	*	*	*	*	*
Logo on sponsor banners	*	*	*	*	*	*	*	*	*	*	
Exhibit space	*	*	*	*	*	*	*	*	*	*	
Invitation to VIP breakfast	*	*	*	*	*	*	*	*	*		
Exclusive recognition	*	*	*	*	*	*	*	*			
Adult Tickets - Friday	25	20	15	15	15	15	15	15	15	10	2
Adult Tickets - Saturday	20	10	8	8	8	8	8	8	8	5	2
Beverage Tickets	10	10	8	8	8	8	8	8	8	5	2

\* Sponsorship commitment must be received no later than June 19th for recognition on all printed materials.

It's important to us that our sponsors get back exactly what they need - if you're curious to learn more about the available sponsorship opportunities or to discuss how we can customize a package to suit your business goals, reach out to [TheCelticFestival@gmail.com](mailto:TheCelticFestival@gmail.com), we'll be delighted to provide you with all the details and answer any questions you may have.