

Irishfest

la crosse

Aug. 13, 14 & 15, 2010
Irishfest-La Crosse, Inc.

*Dedicated to promoting the educational
and cultural histories of Irish heritage.*

www.irishfestlax.org





Contact information:

Irishfest-La Crosse, Inc.
P.O. Box 215
La Crosse, WI 54602-0215
(608) 385-0490
info@irishfestlax.org

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WHY SUPPORT IRISHFEST?

- Cultivate a positive image as a supporter of arts and culture in our community.
- Increase your business visibility to a diverse group of visitors.
- Broaden your ad base with new audiences.

Dear Friends,

On August 13-14-15, 2010, we will celebrate the 6th Annual Irishfest-La Crosse, Inc. When our group of volunteers assembled in 2005, we never imagined that the festival would be so warmly received and be able to grow at such a rapid pace.

Headquartered on the Southside Festgrounds, we quickly grew our family fest offerings to include plays, poets, travel tips, lectures and seminars on geography, politics and language. We established a genealogy area for guests to trace their roots, a Wee Folks area full of special kids games, a Kilt Run, Highland Games to test the strength and talent of participants, and plenty of Irish music, art, food, dance, and fellowship to fill any weekend.

For 2010, we have some new and returning musical entertainment, the return of our popular tug-o-war contest, a campout with the Irish Brigade from the Civil War, and our fun-filled mashed potato eating contest.

For continued success, we must seek out sponsorships to maintain the quality of the festival while making it affordable for families to attend. With your help, we can achieve those goals.

Just a reminder that Irishfest-La Crosse, Inc. is a non-profit 501.c3 charitable organization. Your gifts are deductible to the full extent of the law.

In Irish American Spirit,

Pat Stephens, President
stephens.pat@uwlax.edu

Dr. Kelley Bahr, Sponsorship Chair
kabahr@gundluth.org





HERITAGE CLUB—\$75 cash sponsorship (\$60 tax deductible)

You don't have to be Irish to appreciate all the contributions that the Irish have made to our American culture. You'll enjoy this package on the Festgrounds.

- 2 one-day general admission tickets
- Listing in the program booklet
- Recognition on the Sponsor Board
- 2 raffle ticket entries

CELTIC CLUB—\$125 cash sponsorship (\$100 tax deductible)

Celtic generally refers to the countries of Britain, Cornwall, Galicia, Ireland, Isle of Man, Scotland, and Wales; a diverse group with many similar interests and cultures. We hope our Celtic Club attracts a diversified group of supporters that will enjoy all that Irishfest-La Crosse has to offer.

- 4 one-day general admission tickets
- Listing in program booklet
- Recognition on the Sponsor Board
- 2 raffle ticket entries
- 2 Irishfest lapel pins
- Additional listing as a Proud Irish Clan





SHILLELAGH CLUB—\$250 cash sponsorship (\$200 tax deductible)

Many know the shillelagh as a walking stick made of Irish Oak that is used to support its holder on walks or strolls. Those that join the Shillelagh Club are truly supporting Irishfest-La Crosse.

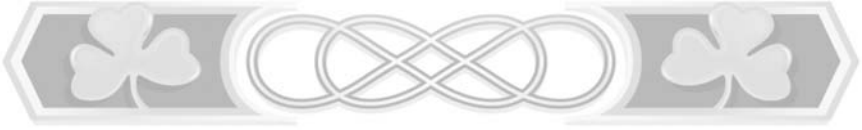
- 2 one-day VIP tickets*
- 2 one-day general admission tickets
- Listing in program booklet
- Recognition on the Sponsor Board
- 2 raffle ticket entries
- 2 Irishfest lapel pins
- 8 beverage tickets
- Additional listing as a Proud Irish Clan

***What is a VIP ticket?**

Available only with the purchase of certain Club and Sponsor packages. The VIP ticket (Very Irish People) consists of the following:

- Special reserved parking permits to ease your entrance and exit to the fest grounds.
- Special fenced off reserved seating area in main building to enjoy all the Irishfest entertainment.
- Invitation to private Green Tie Reception on Friday night.





CLADDAGH CLUB—\$500 cash sponsorship (\$400 tax deductible)

The Claddagh is an Irish symbol of love, friendship, and loyalty. Some of our best and most loyal supporters are part of the Claddagh Club.

- 4 one-day VIP tickets or NEW 3-day VIP ticket (please ask for details)
- 4 one-day general admission tickets
- Listing in program booklet
- Recognition on the Sponsor Board
- 2 raffle ticket entries
- Your supplied sign on the grounds (if applicable)
- 2 Irishfest lapel pins
- 16 beverage tickets
- ¼ page ad in program booklet
- 2 Official Irishfest T-Shirts
- Web link (if applicable)
- Additional listing as a Proud Irish Clan





SLAINTE CLUB—\$1,000 cash sponsorship (\$800 tax deductible)

Slainte is the Gaelic word for “cheers”. We know all the members of the Slainte Club will be cheering for another successful Irishfest.

- 10 one-day VIP tickets or NEW 3-day VIP ticket (please ask for details)
- 6 one-day general admission tickets
- Listing in program booklet
- Recognition on the Sponsor Board
- 10 radio hits with the La Crosse Radio Group and Midwest Family Broadcasting
- 2 raffle ticket entries
- 2 Irishfest lapel pins
- 24 beverage tickets
- Your supplied sign on the grounds (if applicable)
- ¼ page ad in program booklet or listed alongside a band’s ad as a “Friend of the Band”
- 4 Official Irishfest T-Shirts
- Backstage pass to meet the band
- Web link (if applicable)
- Additional listing as a Proud Irish Clan





BLARNEY CLUB—\$1,500+ cash sponsorship (\$1,200 tax deductible)

Any good Irish person has a little “blarney” in him or her. It is the art of offering skillful flattery, sometimes in a humorous way. There should be lots of blarney floating around the fest grounds.

- 14 one-day VIP tickets or NEW 3-day VIP ticket (please ask for details)
- 12 one-day general admission tickets
- Listing in program booklet
- 15 radio hits with the La Crosse Radio Group and Midwest Family Broadcasting
- Recognition on the Sponsor Board
- 2 raffle ticket entries
- 2 Irishfest lapel pins
- 30 beverage tickets
- Your supplied sign on the grounds (if applicable)
- ½ page ad in program booklet
- 6 Official Irishfest T-Shirts
- 2 collector mugs for 2010
- Web link (if applicable)
- Additional listing as a Proud Irish Clan





SPECIAL EVENTS SPONSORS—\$1,000-\$2,000 cash sponsorship (tax deduction depends on amount sponsored)

Each year Irishfest-La Crosse offers some fun filled activities that capture the spirit and educational mission of Irishfest-La Crosse. Your sponsorship package will be similar to the Slainte Club or Blarney Club depending on the amount of the sponsorship.

Events to sponsor (all at \$1,000):

_____ **Mashed Potato Eating Contest**-The history of the potato and the Irish are closely entwined. This fun filled activity places contestants of all ages in a timed contest to finish a small bowl of mashed potatoes.

_____ **Irish History Exhibit**-Displayed in our cultural tent we offer a traveling exhibit on loan from our friends at Milwaukee Irish Fest.

_____ **Irish Baking Contest**-Back by popular demand from last year this features various categories of Irish recipes judged by a panel of experts.

_____ **Highland Games**-A real crowd pleaser. Games of strength that go back hundreds of years. Individual and team competitions. Medals will be awarded.

_____ **Currach Demonstration**-The currach is a special fishing boat also used for transportation for centuries. A racing demonstration will take place on the Mississippi River followed by a display booth at the fest grounds.

_____ **Volunteer T-Shirts**-Irishfest survives because of the dedication and hard work of close to 250 volunteers. Let us put your logo and company information on the shirts that identify these special folks.





IRISHFEST BOOKLET ADS

Irishfest produces a 32-36 page booklet that is handed out to every attendee at the fest grounds. Copies are delivered to sponsors, all lodging establishments, tourist centers, ticket outlets, restaurants, and during other activities in the greater La Crosse area. If budgets do not permit other levels of participation, buying an ad in the booklet shows your community spirit.

Ad costs:

- Full Outside Back Cover (8.5 x 3.5 can bleed) \$600
- Full Inside Front Cover (8.5 x 3.5 can bleed) \$500
- One-Half Page (4.2 x 3.5 no bleed) \$300
- One-Quarter Page (2.125 x 3.5 no bleed) \$200
- One-Eighth Page (2.125 x 1.65 no bleed) \$150

Gifts In Kinds Sponsorships will be recognized in the program booklet and will be offered ads, tickets, etc., depending on the cash equivalency.





Yes, I/we are happy to be part of the 2010 Irishfest-La Crosse Festival

Name _____

Address _____

Phone _____ E-Mail _____

For the printed program, please list my membership name in the following manner:

I/we would like to be a member of the following club:

_____ Heritage Club \$75

_____ Celtic Club \$125

_____ Shillelagh Club \$250

_____ Claddagh Club \$500

_____ Slainte Club \$1,000

_____ Blarney Club \$1,500+

Special Events Sponsor:

\$ _____ Event _____

I/we would like to be listed as one of the FRIENDS OF THE BANDS for \$1,000

_____ Band choice (if known) _____

I/we would like to buy an ad in the Irishfest program:

_____ Full Outside Back Cover \$600 _____ Full Inside Front Cover \$500

_____ One-Half Page \$300 _____ One-Quarter Page \$200

_____ One-Eighth Page \$150

Please list our Proud Irish Clan as follows (Celtic Club and above):

Checks payable and returned to: Irishfest-La Crosse, P.O. Box 215, La Crosse, WI 54602-0215. Questions: 608-385-0490

Deadline in order to be included in booklet and on signage June 1, 2010.





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