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May 2018

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Dear Irish Cultural Center Supporter,

This is a time of great opportunity, progress and growth for the Irish Cultural Center. We have opened our new building in West Springfield, including our Irish House Restaurant and Trinity Pub. Work has begun on the next stage in our progress, including our library and museum, performance hall, outdoor patio, and traditional Irish streetscape facade on our building. In the meantime, we are continuing our mission of keeping the Irish arts and culture alive with events, classes and travel opportunities throughout each year.

**One of the best ways to connect to our heritage is through music and cultural celebrations.** We are excited to announce a new Irish cultural festival hosted on the grounds of the ICC on Saturday, August 25. *Lúnasa at the Irish Cultural Center* will be a day of Irish dance, music, and culture. This family friendly event will feature Irish dance exhibitions by the Cassin Academy of Irish Dance and Black Rose Academy of Irish Dance throughout the day. Visitors will be able to take part in dance instruction, learn about the Irish language, visit vendors of Irish crafts and products, and participate in workshops featuring Irish arts and culture. Bakers can enter an Irish soda bread competition. In the evening, the Celtic roots group Searson will headline the festival. Known for their traditional and original Celtic, East Coast, and Scottish music from Canada's Ottawa Valley, Searson is acclaimed for "Seamlessly blending spirited fiddling, energetic dancing and gorgeous harmonies."

**We are seeking financial support for the many costs involved in producing this event, and are offering several levels of sponsorship opportunities.** Sponsors will be acknowledged prominently before and at the festival, through press materials and signage. Sponsors will also receive complimentary passes to the festival. We hope you will be interested in supporting us in this promotion of the arts. Kindly complete the information on the enclosed form and return it along with your payment to the Irish Cultural Center.

We thank you in advance for supporting us.

Sincerely,

Handwritten signature of Sean F. Cahillane in black ink.

Sean F. Cahillane  
President

Handwritten signature of Bo Sullivan in black ink.

Bo Sullivan  
Executive Director



# SPONSORSHIP FORM

## Lúnasa at the Irish Cultural Center

The Irish Cultural Center of Western New England, along with Black Rose Academy of Irish Dance and Cassin Academy of Irish Dance, is excited to announce a new Irish cultural festival hosted on the grounds of the ICC at 429 Morgan Road in West Springfield on Saturday, August 25.

**Sponsors receive the exposure and benefits noted below in the time leading up to and the day of the Lúnasa Festival at the ICC.** Learn more about the festival at [IrishCenterwne.org](http://IrishCenterwne.org).

Email logos to [irishcenterwne@gmail.com](mailto:irishcenterwne@gmail.com) or [design@kathleendoe.com](mailto:design@kathleendoe.com).

Logo File (EPS preferred, 300 dpi JPG, PDF)

**Return form with payment:**

Irish Cultural Center of Western New England  
429 Morgan Road  
West Springfield, MA 01089

Ellen Gallivan, Administrative Director  
413-333-4951 • [irishcenterwne@gmail.com](mailto:irishcenterwne@gmail.com)

*Thank you for your tax-deductible donation on behalf of the Irish Cultural Center, a 501(c)(3) charitable non-profit organization.*

### SPONSOR LEVELS

**Presenting Sponsors @ \$1,000**

- Logo linked on the ICC website event page
- Logo linked in ICC emails
- Name listed in press releases
- Logo featured on Presenting Sponsor event signage
- Name announced at the festival as Presenting Sponsor multiple times through the day
- Logo included on event signage, flyers, and handouts
- Logo included on main stage banner
- Four tickets to the festival

**Gold Sponsors @ \$500**

- Logo linked on the ICC website event page
- Logo linked in ICC emails
- Name listed in press releases
- Name announced at the festival as Gold Sponsor
- Logo included on event signage, flyers, and handouts
- Two tickets to the festival

**Green Sponsors @ \$250**

- Name listed on the ICC website event page
- Name listed in ICC emails
- Name listed in press releases
- Name listed on event signage, flyers, and handouts
- Two tickets to the festival

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