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April 2019

Dear Irish Cultural Center Supporter,

This is a time of great opportunity, progress and growth for the Irish Cultural Center. We now feel right at home in our new building in West Springfield, which includes our Irish House Restaurant and Trinity Pub. Work has begun on the next stage in our progress, including our library and museum. The newly completed outdoor patio is expected to open this May! 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 cultural celebrations.

We are excited to host our second annual Irish Cultural Festival and first annual Traditional Dance Feis on the grounds of the ICC, from August 24 – 25. *Lúnasa at the Irish Cultural Center* will be a celebration of Irish dance, music, and culture. Last year, we welcomed 600 – 700 visitors at our inaugural one-day festival. This year, we are estimating 2,000 visitors over two days.

The **family friendly festival on August 24** will feature Irish dance exhibitions by the Cassin Academy of Irish Dance and Black Rose Academy of Irish Dance. 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. Featured musical performers include a traditional session, local fiddle star Zoë Darrow, and Boston's own Erin Óg.

The **feis on August 25** is a day-long traditional dance competition, with students from throughout New England and beyond expected to take part. Bakers can enter an Irish soda bread competition at the feis as well.

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, and will also be included in a program book distributed to every attendee. 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 by August 1.

We thank you in advance for supporting us.

Sincerely,

A handwritten signature in black ink, appearing to read "Sean F. Cahillane".

Sean F. Cahillane
President



EVENT SPONSOR LEVELS

Benefits apply to two-day festival and feis

Presenting Sponsor @ \$5,000

- Logo linked on the event website and ICC emails
- Name listed in press releases
- Name announced at the festival throughout the day
- Back cover color ad in program book
- Logo featured on all event signage, flyers, and handouts
- Six tickets to the festival

Mainstage Sponsor @ \$2,500

- Logo linked on the event website and ICC emails
- Name listed in press releases
- Name announced at the festival throughout the day
- Full page ad in program book
- Logo featured on Mainstage signage
- Logo included on event signage, flyers, and handouts
- Four tickets to the festival

Dance Stage Sponsors (4) @ \$1,000

- Logo linked on the event website and ICC emails
- Name listed in press releases
- Name announced at the festival
- Half page ad in program book
- Logo included on event signage, flyers, and handouts
- Two tickets to the festival

PROGRAM BOOK AD SPONSORS

Program handed out at two-day festival and feis

Front or Back Inside Cover @ \$500 (5.5" x 8.5" color)

Full Page @ \$250 (4.5" x 7.5" b&w)

1/2 Page @ \$150 (4.5" x 3.5" b&w)

1/4 Page @ \$100 (2.125" x 3.5" or 4.5" x 1.75" b&w)

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 present a new Irish cultural festival and feis hosted on the grounds of the ICC at 429 Morgan Road in West Springfield August 24 – 25.

Sponsors receive the exposure and benefits noted below in the time leading up to and the weekend of the Lúnasa Festival at the ICC.

Learn more at LunasaFeis.org.

SUBMISSION DEADLINE: AUGUST 1, 2019

Email logos and ads to irishcenterwne@gmail.com or design@kathleendoe.com.

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

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

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

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