

Lowell Irish Festival

PRESENTED BY



GUINNESS®



SEPTEMBER 14, 2024

LOWELL MEMORIAL AUDITORIUM
LOWELL, MASSACHUSETTS

Sponsorship Opportunities

Located at the Lowell Memorial Auditorium, the Lowell Irish Festival features a family-friendly and fun-filled day of live Irish music from national, regional, and local acts, Irish-inspired culinary and beverage offerings, artisan vendors, family activities, Irish step dancing, and more!

The day-long event, taking place September 14, 2024, is spread out across the Auditorium grounds – inside and outdoors – and is open to families and groups of all ages free of charge, taking its place as one of the Mill City's great annual cultural events.

PROMOTIONAL STATISTICS:

2,000+

EXPECTED
ATTENDANCE

40,000

EMAIL
DISTRIBUTION

45,000

SOCIAL MEDIA
FOLLOWERS

400,000

SOCIAL MEDIA
REACH

5,000

DIRECT POSTCARD
MAILING

1.6 MILLION

TARGETED
AUDIENCE



The Golden Harp Presenting Sponsor - Committed

- The Presenting Sponsor's name and/or logo will be included in all public mention, promotion, and advertising across multimedia channels when the Lowell Irish Festival is referenced. Promotional opportunities include, but are not limited to, advertising in local and regional newspapers, radio spots (WXRV, WROL), print at home tickets, direct postcard mailing, email blasts and social media posts.
- Opportunity for Sponsor to participate in social media festival contesting.
- Sponsor logo prominently featured on each page of Lowell Irish Festival website.
- Sponsor logo prominently featured on the main festival banner attached to front of the Lowell Auditorium (approximately 18' banner).
- Sponsor logo prominently featured on all banners and signage within festival footprint, including stage signs, directional signage, sponsor recognition, etc..
- Sponsor logo prominently displayed on approximately 50 festival yard signs placed throughout the surrounding Merrimack Valley communities.
- Sponsor logo prominently featured on promotional festival merchandise, including merchandise for sale to patrons and Lowell Irish Festival staff shirts.
- Sponsor logo prominently featured on posters (200) and rack cards (3,000) to be distributed throughout the Greater Merrimack Valley.
- Sponsor passes to festival VIP lounge.
- Opportunity to introduce bands playing on the Main Stage.
- Shout outs and sponsor recognition from all stages throughout the day.
- Location to display company's promotional material within the festival footprint and/or brand ambassador presence engaging patrons with giveaways or other promotions.



SHAMROCK SPONSOR – COMMITTED

Exclusive Sponsor of the Main Stage inside the Lowell Auditorium.

- Sponsor to be featured across multimedia promotional placements, including advertising in local and regional newspapers, direct postcard mailings, email blasts, and social media posts.
- Sponsor logo prominently featured on Sponsorship Recognition page of Lowell Irish Festival website.
- Sponsor logo prominently featured on signage above the main stage inside the Auditorium.
- Sponsor logo on all sponsor thank you banners within festival footprint.
- Sponsor logo on posters (200) and rack cards (3,000) to be distributed through the Greater Merrimack Valley.
- Sponsor passes to festival VIP lounge.
- Shout outs and sponsor recognition from all stages.
- Location to display company's promotional material within the festival footprint.

EMERALD ISLE SPONSOR – \$5,000

Paddy O'Terrace – COMMITTED

Sláinte Stage – One exclusive placement available

Exclusive Sponsor of the outdoor Sláinte Stage or Paddy O' Terrace Stage, including prominent stage signage.

- Promotional opportunities include advertising in local and regional newspapers, email blasts and social media posts.
- Sponsor logo featured on Sponsorship Recognition page of Lowell Irish Festival website.
- Logo displayed on sponsor thank you banners within festival footprint.
- Logo on posters (200) and rack cards (3,000) to be distributed through the Greater Merrimack Valley.
- Sponsor passes to festival VIP lounge.
- Shout outs and sponsor recognition from all stages.
- Location to display company's promotional material within the festival footprint and/or brand ambassador presence engaging patrons with giveaways.



CLADDAGH SPONSOR – \$3,500 (1 exclusive placement available)

Exclusive sponsor of the Family & Children's Activity Area, including prominent signage along Merrimack Street. The Children's Activity Area features a variety of children's games and family activities.

- Promotional opportunities include advertising in local and regional newspapers, email blasts, and social media posts.
- Sponsor logo featured on Sponsorship Recognition page of Lowell Irish Festival website.
- Logo to be prominently displayed on sponsor thank you banner and signage at sponsored location.
- Logo on posters (200) and rack cards (3,000) to be distributed through the Greater Merrimack Valley.
- Shout outs and sponsor recognition from all stages.
- Location to display company's promotional material within the festival footprint and/or brand ambassador presence engaging patrons with giveaways.

CRAIC SPONSOR – \$3,500 (1 exclusive placement available)

Exclusive sponsor of the outdoor Plaza Beer Garden, including prominent signage along the main outdoor corridor leading to mini pub village and Sláinte Stage.

- Promotional opportunities include advertising in local and regional newspapers, email blasts, and social media posts.
- Sponsor logo featured on Sponsorship Recognition page of Lowell Irish Festival website.
- Logo to be prominently displayed on sponsor thank you banner and signage at sponsored location.
- Logo on posters (200) and rack cards (3,000) to be distributed through the Greater Merrimack Valley.
- Shout outs and sponsor recognition from all stages.
- Location to display company's promotional material within the festival footprint and/or brand ambassador presence engaging patrons with giveaways.



SLÁINTE SPONSOR – \$2,000 (4 placements available)

Exclusive sponsor for one of four mobile mini-pubs on site, located on the main plaza of the Auditorium.

- Logo to be prominently displayed on sponsor thank you banner and signage at the sponsored mobile mini-pub.
- Promotional opportunities include advertising in local and regional newspapers, email blasts, and social media posts.
- Sponsor logo featured on Sponsorship Recognition page of Lowell Irish Festival website.
- Logo on posters (200) and rack cards (3,000) to be distributed through the Greater Merrimack Valley.
- Shout outs and sponsor recognition from all stages.
- Location to display company's promotional material within the festival footprint and/or brand ambassador presence engaging patrons with giveaways.



BLARNEY SPONSOR – \$1,000 (4 placements available)

Exclusive sponsor for one of four sponsored locations: Face Painting, Photo Booth, Mini Golf Course, or Caricature Artist.

- Promotional opportunities include advertising in email blasts and social media posts.
- Sponsor logo featured on Sponsorship Recognition page of Lowell Irish Festival website.
- Sponsor name listed on rack cards (3,000) to be distributed through the Greater Merrimack Valley.
- Logo will be prominently displayed on sponsor thank you signage at sponsored location: (Face Painting, Photo Booth, Mini Golf Course, or Caricature Artist).



LUCKY CHARMS SPONSOR – \$500 (unlimited availability)

- Promotional opportunities include company name in email blasts and social media posts.
- Sponsor logo featured on Sponsor Recognition page of Lowell Irish Festival Website.
- Company name will be displayed on sponsor thank you banners within the festival footprint.



For more information visit www.lowellirishfestival.com or contact
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