



Irishfest

la crosse

Aug. 12, 13 & 14, 2011

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



www.irishfestlax.org

Dear Irishfest Friends,

Welcome to our 7th Annual La Crosse Irishfest! We could never have imagined this much success, and we certainly know our sponsors play an immense part in that success. For the last 6 years we have turned the Southside Festgrounds green the second weekend of August with a genealogy area to trace your roots, a Wee Folks area full of kids games and train rides, harp contests, Irish music, art, food, dance, Highland games, Irish plays, and fellowship to fill the weekend. For continued success, we must seek out both old and new sponsorships to maintain the quality of the festival while making it affordable for families to attend. With your help, we can achieve those goals.

In keeping "Irish green", we have produced a PDF file of our sponsorship packages. Please consider a tax deductible donation to our festival. Simply Email Kelley with your choice of sponsorship package and mail your donation to the post office box listed by June 1st. If you do not wish to be included this year, please let us know that as well.

In Irish American Spirit,

Kelley Bahr,
Sponsorship Chair
kabahr@gundluth.org

Pat Stephens,
Irishfest President
stephens.pat@uwlax.edu



HERITAGE CLUB—\$100 cash sponsorship (\$80 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

CELTIC CLUB—\$150 cash sponsorship (\$110 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
- 4 beverage tickets

SHILLELAGH CLUB—\$300 cash sponsorship (\$240 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.

- 4 one-day VIP tickets*
- 2 one-day general admission tickets
- Listing in program booklet
- Recognition on the Sponsor Board
- 2 raffle ticket entries (Grand Prize: Trip for 2 to Ireland)
- 6 beverage tickets

***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—\$550 cash sponsorship (\$420 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.

- 8 one-day VIP tickets
- Listing in program booklet
- Recognition on the Sponsor Board
- 2 raffle ticket entries (Grand Prize: Trip for 2 to Ireland)
- Your supplied sign on the grounds
- 12 beverage tickets
- $\frac{1}{4}$ page ad in program booklet
- 2 Official Irishfest T-shirts
- Web link (if applicable)

SLAINTE CLUB—\$1,000 cash sponsorship (\$750 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.

- 15 one-day VIP tickets
- Listing in program booklet
- Recognition on the Sponsor Board
- 10 radio hits with the La Crosse Radio Group and Midwest Family Broadcasting
- 4 raffle ticket entries (Grand Prize: Trip for 2 to Ireland)
- 24 beverage tickets
- Your supplied sign displayed on the grounds
- $\frac{1}{4}$ 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)



BLARNEY CLUB—\$1,500+ cash sponsorship (\$1,100 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.

- 25 one-day VIP tickets
- Listing in program booklet
- 15 radio hits with the La Crosse Radio Group and
Midwest Family Broadcasting
- Recognition on the Sponsor Board
- 6 raffle ticket entries (Grand Prize: Trip for 2 to Ireland)
- 40 beverage tickets
- Your supplied sign displayed on the grounds
- ½ page ad in program booklet
- 6 Official Irishfest T-shirts
- 2 collector mugs for 2011
- Web link

All club levels are configurable based on individuals’ needs as long as percentage of tax deduction remains the same.

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 Irish community spirit.

Ad prices:

- Full 4 color Outside Back Cover (8.5 x 3.5 can bleed) \$600
- Full 4 color 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



SPECIAL EVENTS SPONSORS—\$100-\$1,500 cash sponsorship (tax deduction depends on amount sponsored)

Do you want your cash to go to a particular exhibit or event during Irishfest? Consider placing your name/place of business alongside one of the events/exhibits listed below. Your sponsorship package will be similar to the corresponding Club package for the same amount:

Events to sponsor

_____ **Greenest Eyes Wee Folks Contest.....\$100**

They bat their eyes, flirt and wink...what ever it takes to get the judges to vote for them...you can be a judge and your sponsorship will help fund prizes.

_____ **Cutest Leprechaun Contest\$100**

this is for the little kids...and they are so cute! Sponsor this contest and you can be a judge and hand out the prizes that your sponsorship will help to fund!

_____ **Reddest hair Wee Folks Contest\$100**

From strawberry blond to the real carrot tops, this is a great contest and participation is usually fierce! You can judge and your sponsorship \$ will help fund prizes.

_____ **Most Freckles Wee Folks Contest.....\$100**

Sponsor this one and you can judge who is the most freckled, and help hand out the prizes you will be sponsoring.

_____ **Wee Folks Puppet Theater\$300**

The 5th annual Wee Abbey Puppet Theater Group will perform an Irish story about a cobbler and his son with a wonderful lesson for all throughout the weekend. A plaque with the sponsor's name will be permanently placed on the front of the puppet theater viewable during every performance.

_____ **Wee Folks Highland Games\$300**

The 3rd annual Wee Folks Highland games which include everything from a Tug-O-War to "boulder throw" and sack races. Kids can compete for buttons and prizes....great as a competition, and just plain fun too!

_____ **Leprechaun Express\$550**

Second annual "Leprechaun Express" is a child's dream train that runs on a track right into the Wee Folks tent and back out again for a great ride. We even have a little depot stand where the conductor will announce "All A-Board" as the kids turn in their tickets and they can ring the bell when they pull away



_____ Wee Folks Stage..... \$550

Continuous entertainment and learning all weekend for young and old. From live sheep shearing, the Wee Abbey Puppet Theater, Irish singers, Irish dancers complete with dance lessons, and even bagpipe demonstrations. And don't forget all of our kid's contests!

_____ Mashed Potato Eating Contest \$550

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.

_____ Harp Stage\$1000

People crowd this stage all weekend to hear performers from all over the country on the harp as well as other instruments.

_____ Adult Highland Games\$1000

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

_____ Currach Demonstration\$1000

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.

_____ Irish Educational Exhibit \$1500

Displayed in our cultural tent we offer a traveling exhibit on loan from our friends at Milwaukee Irish Fest.

_____ Volunteer T-shirts \$1500

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.

Please email your choice of sponsorship package to kabahr@gundluth.org or simply let us know you will not be able to support Irishfest this year and we will remove you from our emails.

**Checks payable and returned to:
Irishfest-La Crosse, P.O. Box 215,
La Crosse, WI 54602-0215**

**Deadline in order to be included in
booklet and on signage June 1, 2011.
Call with questions 608-385-0490.**

