



KVMR's Annual Celtic Festival

Come for the Music, Stay for the Magic!

Fri Sept 29, Sat Sept 30, & Sun Oct 1, 2023



Since 1996, the KVMR Celtic Festival has been the flagship fundraising event for KVMR Community Radio, a not-for-profit serving Nevada County and Northern CA since 1978.

Each fall, the Celtic Festival inspires patrons from youth to forever youthful to gather in celebration and honor of Celtic heritage, culture, arts and attitudes. Local, national and international performers join the ever-increasing cadre of regional talent of musicians, dancers, and performing artists. Families gather to enjoy cultural arts, activities and attire, plus crafting, workshops, medieval exhibitions, and a Friday afternoon free Youth Arts Program followed by our traditional Friday night Ceilidh (kay-lee) dance.

The promotional outreach for the Celtic Festival extends throughout KVMR's listening area and beyond. The festival is broadcast live and streamed on kvmr.org the entire weekend. Your sponsorship of the Celtic Festival reaches people outside the event itself, and gives the festival a distinctive connection for the 800 volunteers who generously donate their time and energy year after year, and of course, the 40,000 plus KVMR radio listening audience, as well as online across the globe.

Please choose a sponsorship level below and become a part of our legendary Magical & Musical event!

TITLE SPONSOR	YOUTH ARTS PROGRAM	ROYALTY SPONSOR	CHILDREN'S PLAY CASTLE	CHAMPION SPONSOR	FESTIVAL SPONSOR
<p><u>BEFORE EVENT</u></p> <p>Logo: Event posters Logo: Regional fliers Logo: Email blasts Logo: On festival website Mentioned in all radio ads</p> <p><u>DURING EVENT</u></p> <p>Logo: Event program Logo: Festival t-shirts Logo: Bookmarks Thank you from stage Thank you on the air</p> <p>Full page program ad</p> <p>Your banner at main stage</p> <p>Your banner @2 entrances</p> <p>Two booth spaces at event</p> <p>25 free 1-day passes</p> <p>6 free festival t-shirts</p> <p>4 free meal passes</p>	<p><u>BEFORE EVENT</u></p> <p>Logo: Event posters Logo: Regional fliers Logo: Email blasts Logo: On festival website Mentioned in all radio ads</p> <p><u>DURING EVENT</u></p> <p>Logo: Event program Logo: Festival t-shirts Logo: Bookmarks Thank you from stage Thank you on the air</p> <p>Full page program ad</p> <p>Your banner at one stage</p> <p>Your banner @1 entrance</p> <p>One booth space at event</p> <p>14 free 1-day passes</p> <p>4 free festival t-shirts</p>	<p><u>BEFORE EVENT</u></p> <p>Logo: Event posters Logo: Regional fliers Logo: Email blasts Logo: On festival website Mentioned in all radio ads</p> <p><u>DURING EVENT</u></p> <p>Logo: Event program Logo: Festival t-shirts Logo: Bookmark Thank you from stage Thank you on the air</p> <p>1/2 page program ad</p> <p>Your banner at one stage</p> <p>Your banner @1 entrance</p> <p>12 free 1-day passes</p> <p>2 free festival t-shirts</p>	<p><u>BEFORE EVENT</u></p> <p>Logo: Event posters Logo: Regional fliers Logo: Email blasts Logo: On festival website Mentioned in all radio ads</p> <p><u>DURING EVENT</u></p> <p>Logo: Event program Logo: Festival t-shirts Logo: Bookmark Thank you from stage Thank you on the air</p> <p>1/2 page program ad</p> <p>Your banner at play area</p> <p>10 free 1-day passes</p> <p>2 free festival t-shirts</p>	<p><u>BEFORE EVENT</u></p> <p>Logo: Event posters Logo: Regional fliers Logo: Email blasts Logo: On festival website Mentioned in all radio ads</p> <p><u>DURING EVENT</u></p> <p>Logo: Event program Logo: Festival t-shirts Logo: Bookmark Thank you from stage Thank you on the air</p> <p>1/4 page program ad</p> <p>Your banner at one stage</p> <p>8 free 1-day passes</p> <p>2 free festival t-shirts</p>	<p><u>BEFORE EVENT</u></p> <p>Logo: Event posters Logo: Regional fliers Logo: Email blasts Logo: On festival website Mentioned in all radio ads</p> <p><u>DURING EVENT</u></p> <p>Logo: Event program Logo: Festival t-shirts Logo: Bookmark Thank you from stage Thank you on the air</p> <p>1/4 page program ad</p> <p>6 free 1-day passes</p>
<p>(TOTAL VALUE = \$23,000)</p> <p>COST = \$7,000</p>	<p>(TOTAL VALUE = \$12,000)</p> <p>COST = \$3,500</p>	<p>(TOTAL VALUE = \$6,500)</p> <p>COST = \$2,500</p>	<p>(TOTAL VALUE = \$5,500)</p> <p>COST = \$2,000</p>	<p>(TOTAL VALUE = \$4,335)</p> <p>COST = \$1,500</p>	<p>(TOTAL VALUE = \$1,335)</p> <p>COST = \$750</p>

Your Celtic Sponsorship

- + Is seen by over 7,000 event attendees over 2.5 days
- + Is heard by thousands of KVMR's listeners in Western Nevada County & Sacramento (89.5 FM), Tahoe/Truckee (105.1 FM), Camino/Placerville (88.3 FM), Angel's Camp (99.5 FM) during 6 months of pre-promotion of the Celtic Festival and during the event, live and streaming at KVMR.org. Also available on free iPhone & Android app and at www.archive.kvmr.org
- + Your logo in local, regional and nationwide festival promotion, e-marketing and print, offering your business millions of impressions
- + Supports musical arts, cultural history and community
- + Supports community-driven, free, independent media and autonomous voices, music & creativity
- + Supports all the local non-profit organizations that receive benefit from KVMR

Celtic Festival Demographics

- + Over 7,000 attendees annually
- + Family-oriented, mature, well-loved event
- + Average attendee is between 45-62 years of age
- + Attendees are socially conscious & community-minded
- + Attendees are from Sacramento area, Truckee/Tahoe, Placerville, and Bay Area
- + 75% return annually
- + 70% are homeowners
- + 65% of attendees intentionally patronize festival sponsors
- + 20% have a household income over \$100K



Friday Night Festivities!

KVMR's Celtic Festival begins our weekend with the well-loved **Youth Arts Program** on Friday afternoon at 4pm, kicking off the entire event. Friday also includes the annual Celtic cultural heritage dance, the **Ceilidh (kay-lee)**. Come dance to the first Festival notes of live Celtic folk music in Ponderosa Hall, also the location for the Youth Arts Program being held earlier on Friday.



Friday Afternoon: Youth Arts Program!

~ FREE Arts Enrichment for Youth ~

The Youth Arts Program is intended to give area youth an opportunity to spend time with world-class artists across the genres of music, theater, and dance—inspiring them to either get involved with or continue the study of arts in their area of interest. This special program reliably sees a few hundred people in attendance, with 100+ youth and their parents there for the workshops and fun.

Workshops include “The Art of Magic” with fan favorite Merloch Silvermaine, plus Irish Step Dancing, a Singing Workshop, a Celtic Art Workshop, and How to Build a Tune, using whatever instruments attendees bring with them.

The workshops are only on Friday from 4-7pm before the festival. Participants take up to 3 workshops of their choice. This is a free youth program, thanks to your sponsorship, which is available to only one business sponsor, who gets all the same shine and recognition at the main event, but also has special access to sponsoring this three-hour event for over one hundred families.



For more info contact: Martin Webb (530) 362-7006 sponsorship@kvmr.org

KVMR FM, 120 Bridge Street, Nevada City, CA 95959

www.kvmr.celticfestival.org