

Date: December 19, 2017

Sonora Celtic Faire  
c/o Gary & Lissa Britt  
17960 Lucky Strike Trail  
Sonora, CA, 95370  
(209) 601-7028



Marketing Management:

Please allow this letter to introduce you to Sonora Celtic Faire on March 9-11, 2018 at the Mother Lode Fairgrounds in Sonora, CA.

Sonora Celtic Faire is the largest Celtic event on the west coast. Our production team has been serving the community of the San Joaquin Valley and the Mother Lode for the past Thirty-two years with great entertainment. Our mission is to bring together Celtic Americans who enjoying exploring their heritage and culture in one place. We also inspire the local community and surrounding areas to attend, so they learn and become aware of the history of the Celtic Culture. We include various non-profit groups like modern Clans, Historical Sonora Chamber of Commerce, and Celtic History Re-enactment groups to help educate and inspire all of the attending patrons at our fair. For the past 15 years we have been opening our gates on Friday to schools and educational instructors to bring their students to a cultural field trip as a part of their curriculum, which has been a big success and growing in student attendance over the years.

Sonora Celtic Faire is an amazing event which includes: Celtic Bands, Variety Stage Acts, Living History Guilds, Family Clans, Bag Pipers, Full Armor Battle, Belly Dancing Troupes, Ultimate Jousting Championship, Craft Vendors, Cultural Food vendors and our annual Whiskey Tasting Experience. To review all the event has to offer go to our website [www.sonoracelticfaire.com](http://www.sonoracelticfaire.com).

We would like to invite you to take a look at our marketing sponsorship packages. We are in need of marketing sponsors to help us continue bringing our Friday Cultural and History Field Trip Educational Program to so many local and surrounding area schools and a wonderful event to so many people. We hope that you will be interested in one of our packages. We look forward to hearing back from you. If you prefer to have a meeting to discuss the packages further please call Gary Britt to set up and appointment.

The attached form has Package Agreements with Marketing Items, Complimentary Tickets and Recognition for Sponsorship. Please review the Packages we have to offer and any questions for details can be emailed to [fairstaff@gmail.com](mailto:fairstaff@gmail.com) or call Gary Britt.

Sincerely,

Sonora Celtic Faire  
Management Team

Patrick Karnahan, CEO/Owner

Gary & Lissa Britt, General Managers



### **\$5000 Royal**

- Stage named after the company name or donor with Banner placed near or on stage
- Recognition in Faire Program
  - Company Logo on Poster, Flyer Cards, and other marketing ads.
- Company Name recognition on stage/arena during announcements and recognitions on our stage
- Company name on Sonora Celtic Faire website Home Page as Royal Sponsor and links to sponsors website or social media page. Recognition on our Facebook Page as a Royal Sponsor
- Booth at the event with your staff to market your Company (4 booth staff free entry) or distribution of marketing materials at our information booth
- Complimentary Tickets: 4 ROYALTY PASSES (3 day entry, premium parking, Whiskey Tasting coupon, special seating at joust, Sat night Ceili entry, one lunch voucher for each day per pass)
- Complimentary Tickets: 20 One Day Adult Entry Passes for Saturday
- Recognition in Press Releases

### **\$2500 Noble**

- Company/donor name on signage in one of the locations (Whiskey or Armor Battle) or premium location
- Recognition in Faire Program
  - Company Logo on Poster, Flyer Cards, and other marketing ads.
- Company name or donor name on website with Links on our website and recognition on our Facebook Page as a Royal Sponsor
- Booth at the event with your staff to market your Company (3 booth staff free entry) or marketing materials distributed at our information booth.
- Company Name recognition on stage/arena during announcements and recognitions on our stage
- Complimentary Tickets: 2 HIGH NOBILITY PASSES ( 3 day entry, parking, whiskey tasting coupon, special seating at the joust, & Sat. night Ceili Entry)
- Complimentary Tickets: 12 One Day Adult Entry Passes for Saturday
- Recognition in Press Releases

### **\$1500 Knight**

- Promotional Booth space at the event to market your company (3 booth staff free entry) or marketing material distributed at our info booth.
- Company Logo/Name on our website with Links to sponsor website or social media page
- Company Banner placed at the event (fence line, parking or other area management approves during set up)
- Company Name recognition on stage/arena during announcements and recognitions on our stage
- Complimentary Tickets: 8 One Day Adult Passes for Saturday

### **\$500 Premium Peddler**

- Promotional Booth space at the event to market your company (2 booth staff free entry) or marketing material distributed at our info booth.
- Company Logo/Name on our website with Links to sponsor website or social media page
- Company Banner placed at the event (fence line, parking or other area management approves during set up)
- Company Name recognition on stage/arena during announcements and recognitions on our stage
- Complimentary Tickets: 4 One Day Adult Passes for Saturday

We do radio ads with KABX, KYOS, HAWK, KVMR and our newspaper ads are in the Union Democrat, Calaveras Enterprise, Ledger Dispatch, Modesto Bee, Oakdale Leader, Turlock Journal, Manteca Bulletin, Escalon Times, and our Facebook pages, and web-site

# Sonora Celtic Faire 2019

## Marketing Sponsorship

CEO/Owner - Patrick Karnahan

General Managers- Gary Britt & Lissa Britt



### Information (please print or type)

Company Name	
Billing address	
City	
State	
ZIP Code	
Contact Name	
Telephone (Contact)	
Fax	
E-Mail	

### Marketing Sponsorship Package: (please write in sponsorship dollar amount on line)

Royalty            \$5000 \_\_\_\_\_  
Noble             \$2500 \_\_\_\_\_  
Knight            \$1500 \_\_\_\_\_  
Peddler           \$500 \_\_\_\_\_

### How do you wish to remit payment for marketing sponsorship?

\_\_\_ cash \_\_\_ check \_\_\_ credit card \_\_\_ Pay Pal

Credit card type	
Credit card number	
Expiration date	
Authorized signature	

Does your company require an invoice or W-9? \_\_\_\_\_ Yes \_\_\_\_\_ No

**IMPORTANT:** Please Note All Deadlines for Logos needed on marketing for Posters, Flyers, Press Releases and Website. Some items have deadlines for ordering and if deadlines are not met we are unable to place your logos as agreed. It is your representatives responsibility to send the logo in a timely manner. Thanks  
**Remit all Logos to fairestaff@gmail.com Due Dates:** Dec. 5, 2018 for Posters, Flyers, Ads, website  
Please email for banner pick up & marketing booth info. by Jan. 15, 2019

**Donor/Representative Signature:**

**Date:**

Please make checks: Sonora Celtic Faire

Please Send Sponsorship Form to:

Sonora Celtic Faire  
17960 Lucky Strike Trail  
Sonora, CA 95370  
fairestaff@gmail.com