

# Sponsorship

## Opportunities



42nd Annual

# North Texas Irish Festival

March 1-3, 2024

# The SCMA at a glance

## *Mission*



The Southwest Celtic Music Association was formed to study, perform, promote and preserve traditional Celtic music, dance and culture in the Southwest.

## *Founding*



The SCMA was founded in 1983 and was incorporated as a 501(c)(3) not-for-profit corporation in the State of Texas in 1984.

## *Accomplishments*



Through its scholarship fund the SCMA has helped a number of budding local musicians and dancers enhance their talents through advanced workshops, international competitions and instrument purchase. It is the founding sponsor of the O'Flaherty Irish Music Retreat where students can enhance their skills under the tutorship of some of the finest musicians in the world including all Ireland champions Brenda Castles, Liz Carroll, Aoife Clancy and Kevin Burke.

The SCMA is also a founding sponsor of the Irish Music Youth Camp. Two days of music learning and fun, for young musicians ages 6 to 17. The workshops are held in Richardson for musicians including those looking to take their first musical steps.

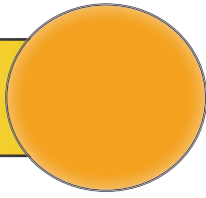
## *Governance*



The SCMA is governed by a Board of Trustees elected annually by the membership for a term of three years. The Board elects a President, Vice President, Secretary and Treasurer to serve for a one year term.



## The NTIF



The North Texas Irish Festival is the major source of income that allows the SCMA to provide support for activities, scholarships and assistance to musicians and dancers in North Texas.

NTIF is a member of the Association of Irish and Celtic Festivals (AICF) comprising over 170 members throughout the US, Canada and Ireland. The SCMA hosted the international conference in Dallas in October 2022.



The North Texas Irish Festival is staffed by over 400 dedicated volunteers

# About the NTIF

01

## *Goals:*

- ♣ Provide family fun and entertainment
- ♣ Build sponsor brand awareness
- ♣ Utilize existing city assets & facilities for economic development

02

## *Target Audience:*

- ♣ Median Age group: 21-60
- ♣ Gender: All
- ♣ Ethnicity: All
- ♣ Demographics: Texas and surrounding states

03

## *Objective:*

- ♣ Exposure to a variety of Celtic music, dance & culture
- ♣ Exposure for local performers
- ♣ Generate funds to support the SCMA mission

# NTIF at a Glance

- ♣ The North Texas Irish Festival is held annually at Fair Park during the first weekend of March and is one of the largest cultural festivals held in the Dallas - Fort Worth area.
- ♣ Since originating in 1983 at a small local establishment on Oak Lawn in Dallas, the event has grown to become one of the largest and most respected Celtic-oriented festivals in the United States with more than 50,000 annual visitors.
- ♣ More than 400 volunteers combine their efforts each year to produce the three-day festival.
- ♣ Over the years music and dance performances have included internationally-recognized performers from Ireland, Scotland, England, Isle of Man, Australia, and Canada.
- ♣ The festival is managed and staffed by volunteers with contract labor in key areas.





# Sponsor Benefits

Participation in the North Texas Irish Festival gives sponsors the opportunity to showcase their products in front of a large, demographically diverse audience.

Benefits of this type of in-person exposure include:

- Improved perception as a brand that gives back
- Exposure to potential new clientele
- Opportunities to win over customers from competing brands
  - 90 percent of U.S. consumers say they would switch brands to one associated with a cause, given comparable price and quality.
- Higher consumer willingness to pay
  - 55 percent of online consumers would pay more for product or service offerings when a company is associated with social impact.
- Employee satisfaction
  - When deciding where to work, 67 percent of employees would rather work for an organization that was socially responsible.
- 75% of consumers today are demanding that companies give back

Customers feel more secure when they recognise a brand and are able to speak to someone in person. Trust is developed through this personal connection at face-to-face meetings and encourages long-term loyalty.



# Sponsor Opportunities

- ♣ VIP passes with access to the hospitality area
- ♣ General admission tickets and parking passes
- ♣ Acknowledgement in media advertising (including event web site and other social media outlets)
- ♣ Banners around the perimeter as allowed by local ordinances
- ♣ Web site logo and link placement
- ♣ Event presence allowing product give-aways, discount coupons, celebrity appearances etc.

## À La Carte Opportunities

- ♣ In addition to the standard packages we also provide À La Carte options for sponsors where they can contribute towards certain side-events or items central to the event
- ♣ This is a great idea for sponsors who may be most interested in getting involved in a more hands-on way than traditional options would offer. Options would include (but not limited to):

Lanyard sponsor with your name displayed on over 1,000 lanyards

Trashbin wraps (100 around the event)

Golf cart signage (40 carts in use throughout the weekend)

VIP hospitality recognition including signage and table tents

Online event map & schedule (20,000 downloads)

Culinary tasting area and stage

Horse demonstrations and pet adoption

Hotel and parking lot shuttle bus naming rights (4 busses operating continuously)

In-person access to over 50,000 attendees over the 3-day event

Social media exposure, including Facebook, X (Twitter), Instagram etc. over four months prior to the event

Childrens activity and entertainment area

## Donegal Sponsor \$35,000

- ♣ Exclusive title sponsor
- ♣ 10x20 ft booth in prime event location
- ♣ Premium stage naming rights (600 -1,000 seat capacity)
- ♣ 30 sec. pre-recorded PA to be played during each set change
- ♣ Opportunity to provide four (4) 10x20 ft banners to be displayed on the sidewalls of stage
- ♣ Company logo included on reverse of daily tickets and email confirmations
- ♣ Logo and company name on event t-shirts

## Conemara Sponsor \$25,000

- ♣ Industry exclusive sponsor
- ♣ 10x20 ft booth in prime event location
- ♣ Stage naming rights (200 - 600 seat capacity)
- ♣ 30 sec. pre-recorded PA to be played during each set change
- ♣ Opportunity to provide four (4) 5x10 ft banners to be displayed on the sidewalls of stage
- ♣ Company logo included on reverse of weekend tickets





## Dingle Sponsor \$15,000

- ♣ Listing as NTIF Partner
- ♣ 10x10 ft booth in prime event location
- ♣ Stage naming rights
- ♣ 30 sec. pre-recorded PA to be played during each set change
- ♣ Opportunity to provide six (6) 2x8 ft banners to be displayed at each entry gate

## Sligo Sponsor \$5,000


- ♣ Listing as NTIF sponsor
- ♣ 10x10 ft booth during event
- ♣ 30 sec. pre-recorded PA to be played during each set change

## Tiperary Sponsor \$3,500

- ♣ Listing as NTIF sponsor
- ♣ 10x10 ft booth during event







# March 1st - 3rd 2024 Fair Park, Dallas, TX

For more information  
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