

Event Sponsorship Package

Appalachian *Festival*



May 11 & 12, 2024

Presented by
The Appalachian Community Development Association

INTRODUCTION



The Board of Trustees of The Appalachian Community Development Association (The A.C.D.A.) would like to invite you to become a sponsor of the Appalachian Festival. This year marks the 53rd Annual installment of the largest celebration of Appalachian Culture held outside of the Appalachian Region itself.

The Appalachian Community Development Association is a 501c (3) non-profit that has dedicated the last 53 years to keeping Appalachian traditions alive. All of our profits from the festival go back into the Appalachian Communities here in Cincinnati and surrounding Appalachian Regions.

This year we are looking for community partners to help this festival and our grant program grow even more. We believe our efforts would go even further with your help as our official corporate sponsor.

As a sponsor, your business would provide a donation, and in turn, will be promoted as the event's official sponsor. With your company by our side for this event, we're sure to achieve this season's fundraising goal and serve the Appalachian Community well.

To begin your sponsorship please reach us at 513-251-3378. We can't wait to partner with you!

With warm regards,

A handwritten signature in black ink, appearing to read "Shanon R. Rice".

Shanon R. Rice
President
& the ACDA Board



About Us & the Event



Our Mission

To promote the social, educational, and cultural development within the Appalachian Community of the Greater Cincinnati and the Larger Appalachian Region. We strive to improve self image and encourage the best of Appalachian values while creating understanding and appreciation of our cultural heritage.

History

The Appalachian Festival began in 1970 as a project of The Junior League of Cincinnati. Since 1974, the Festival has been under the auspices of The A.C.D.A., a non-profit organization, whose purpose is to promote the educational, cultural, and social well-being of the Appalachian population of Greater Cincinnati. Approximately 34% (or about 300,000 people) claim Appalachian roots in this area, by being 1st, 2nd, 3rd, or even 4th generation Appalachian migrants.

The Purpose of the Appalachian Festival is to provide a marketplace for traditional hand-made Appalachian Crafts; foster among Appalachian migrants in the Greater Cincinnati Area, a sense of pride in their heritage; educate the general public about Appalachian Culture; and, celebrate old-time Appalachian Music, Dance, Stories, Cooking and other cultural treasures. We accomplish this mission by presenting the annual festival(s) and by distributing the revenue from the festival to the small grants program. The small grants are awarded to those educational and/or cultural programs/projects that propose to affirm and enhance the lives of Appalachians and promote pride in the Appalachian Culture.

EVENT

We have around 100 volunteers that assist The A.C.D.A. Board of Trustees and the festival committee members with the planning and on-site coordination of the event.

DETAILS

Event Venue: Coney Island Park, 6201 Kellogg Ave.
Cincinnati, OH 45230

Hours: Saturday, May 11th: 10:00 AM to 9:00 PM;
Sunday, May 12th: 10:00 AM to 6:00 PM

Admission:

\$15 for Adults

\$5.00 for Kids, 5-17

4 and below free



CELEBRATING APPALACHIAN TRADITIONS

Artisans and performers from the Appalachian Region



CRAFTS



MUSIC



STORYTELLING



**PIONEER
VILLAGE**



DANCE



DEMONSTRATORS



www.appalachianfestival.org

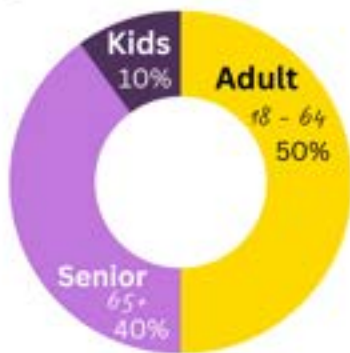
Phone: 513-251-3378
info@appalachianfestival.org

DEMOGRAPHICS

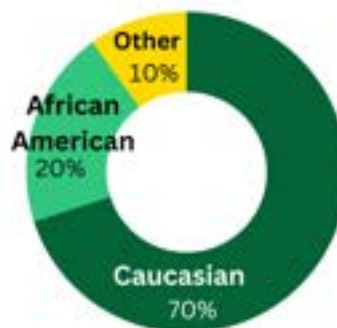
AUDIENCE

The last two years we have had record-breaking numbers with 15,000 plus patrons visiting the festival over the Mother's Day Weekend.

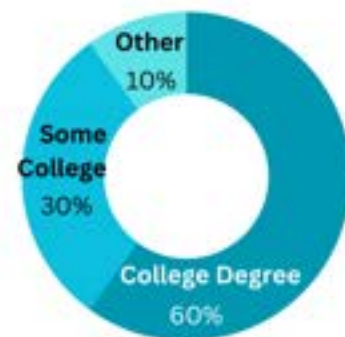
Male: 39%
Female: 61%
Combined Income: \$70,000



Ethnicity:



Local: 80%
Regional: 20%



BUDGET ESTIMATE

Source of Income

No.	Source of Income	Amount
1	Sponsorship	\$40,000
2	Internal	\$50,000
3	Vendors	\$6,000
Total		\$96,000

Expenditure

**This will start our 2024 Grant Fund with \$40,000.00 plus our profit from ticket sales.*

No.	Source of Income	Amount
1	Crafts	\$500
2	Music	\$27,000
3	Storytelling	\$4,000
4	Pioneer Village	\$8,000
5	Dance	\$3,500
6	Education Pavilion	\$3,000
7	Staging	\$10,000
8	PR & Marketing	\$25,000
9	Office	\$15,000
Total.		\$96,000



2024 Goals

- Increase ticket sales by at least 15% from the previous year**
 This year our goal is to grow each year to get back to having over 25,000 attendees.
- Media Coverage for the event... Online, Print, TV, and Radio**
- Increase our Grant Fund to give more back to the community!**



www.appalachianfestival.org

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The Appalachian Community Development Association is a 501-C (3) Non-Profit Organization...

Your contributions may be tax-deductible

Deadline: March, 15, 2024

SMALL BUSINESS & PRIVATE SPONSORSHIP PACKAGES



ARTISAN PACKAGE \$1,000.00

- Access to Event: Limit 4
- Banner prominently placed on fencing. (5' max)
- Logo and name prominently featured on event materials
- Souvenir Merchandise: 4 T-shirts, Mug, and Stickers



FIDDLER PACKAGE \$2,500.00

- Access to Event: Limit 8
- Banner prominently placed on fencing. (5' max)
- Booth provided for promotional purposes, to be staffed by the sponsor
- Logo and name prominently featured on event materials
- Souvenir Merchandise: 6 T-shirts, Mug, and Stickers

CORPORATE SPONSORSHIP PACKAGES



PIONEER VILLAGE PACKAGE \$5,000.00

- Access to Event: Limit 15
- Banner prominently placed on a stage. (25' max)
- Booth provided for promotional purposes, to be staffed by the sponsor
- Logo and name prominently featured on event materials
- Souvenir Merchandise: 15 T-shirts, Mug, and Stickers



STAGE PACKAGE \$10,000.00

- Access to Event: Limit 30
- Banner prominently placed on a stage. (25' max)
- Booth provided for promotional purposes, to be staffed by the sponsor
- Special Stage recognition during the event
- Logo and name prominently featured on event materials
- Souvenir Merchandise: 30 T-shirts, Mug, and Stickers



For custom sponsorship levels contact us!

Phone: 513-251-3378
info@appalachianfestival.org



www.appalachianfestival.org

Thank you for your time.



The Appalachian Community Development Association