Appalachian Festival

Sponsorhip Packages

The Appalachian Community Development Association

Appalachian Festival
The A.C.D.A.

WELCOME

It is with great honor that we extend our warmest welcome to you as a new member of the A.C.D.A. Board of Trustees. Your commitment to serving in this capacity is truly commendable, and we are sincerely grateful for your willingness to contribute to our organization. It is through the dedication and passion of individuals like yourself that we can uphold and preserve the rich heritage of Appalachian Traditions. Your participation is invaluable as we work together to ensure the continued success and growth of our organization. Thank you for joining our team, and we look forward to achieving great things together.

As you embark on this journey, it is natural to have inquiries. The PDF has been curated to introduce you to essential information about our organization and the festival's inception. Should you seek more information, do not hesitate to contact me. I am here to offer any additional insights to help with your understanding and ensure a seamless transition into this organization.

Let me reiterate and express our genuine excitement to welcome you aboard! Your dedication to serving and volunteering is truly invaluable to our organization and the festival. Your passion for Appalachian traditions is not only admirable but essential in preserving this heritage. Your commitment to our cause is what fuels our organization and keeps our traditions alive, and for that, we extend our heartfelt appreciation. Together, we can continue to honor and celebrate the rich cultural history of Appalachia, thanks to your unwavering support and enthusiasm.

With warm regards,

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 of Our Organization

The Appalachian Community Development Association (The A.C.D.A.) began as an outgrowth of the Junior League of Cincinnati, who sponsored the Appalachian Festival from 1970-1974. Since 1975, **The A.C.D.A. has produced the Appalachian Festival.** The organization's directed by an all-volunteer Board of Trustees, with at least at least 75% of those members being of Appalachian descent. The Appalachian Festival has been held annually during Mother's Day weekend attracting at least 10,000 visitors.

This popular Mother's Day tradition started as a Junior League Project.

After World War II and through the 70s, people fled Appalachia in search of a better life for their families. Cincinnati's proximity to Appalachia and the job opportunities that the city offered encouraged many migrants to settle here. Ernie Mynatt and the Junior League saw a need to bring the Appalachian culture and traditions to local communities. This vision turned into the Appalachian Festival focused on exhibiting the various talents of these Appalachian Migrants.

Where It All Started

What has become one of Cincinnati's most popular annual festivals -- The Appalachian Festival-- began 55 years ago in the basement of Cincinnati's Music Hall as a quaint crafts' exhibition developed by the Cincinnati Junior League.

The first Junior League Appalachian Crafts Exhibition in 1970 was a **SUCCESS** -- for months prior to the event organizers had searched the mountain hollows of Appalachia to track down authentic artists and crafters.

As the event grew in popularity, so too did the need for more space to accommodate visitors. From the basement of Music Hall, the event would move over the next two decades to a more spacious Music Hall ballroom, then to the Cincinnati Gardens, the Greater Cincinnati Convention Center, and in the mid-80s, to its present site at Coney Island.

Today, the Appalachian Festival is still going strong... with more crafters, dozens of entertainers, and cultural and educational elements throughout the festival.

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: Village of New Richmond, Cincinnati, OH 45157

Every Mother's Day Weekend
Hours: Saturday: 10:00 AM to 9:00 PM;
Sunday: 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

LIVING HISTORY

DANCE

DEMONSTRATORS

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

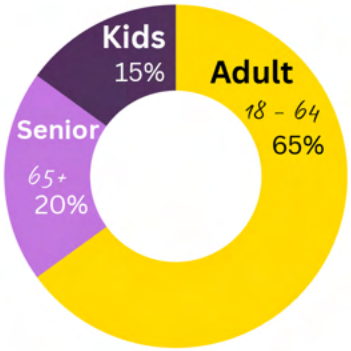
DEMOGRAPHICS

AUDIENCE

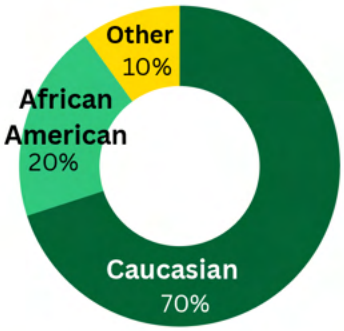
The last two years we have had record-breaking numbers with 20,000 plus patrons visiting the festival over the Mother's Day Weekend.

Male: 39%
Female: 61%

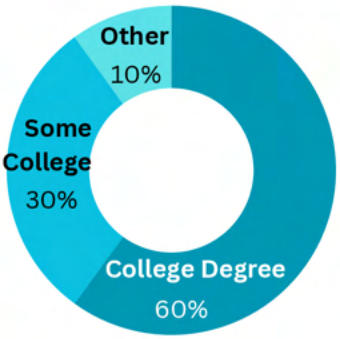
Combined Income: $70,000



Ethnicity:



Local: 80%
Regional: 20%



2026 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!**

BUDGET

ESTIMATE

Source of Income

No.	Source of Income	Amount
1	Our Hope is for Sponsors	
2	Pervious Year & Savings	
3	Vendors 2025	$6,000
Cost for 2025		$103,000,000

Budgets for 2025

No.	Source of Income	Amount
1	Crafts	$500
2	Music	$34,000
3	Storytelling	$4,000
4	Living History	$8,000
5	Dance	$3,500
6	Education Space Grants & Exhibits	$3,000
7	Staging	$20,000
8	PR & Marketing	$25,000
9	Office	$15,000

www.appalachianfestival.org

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

The Appalachian Community Development Association is a 501-C (3) Non-Profit Organization...
Your contributions may be tax-deductible
Deadline: March, 15, 2026

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

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

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

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

Appalachian Festival The A.C.D.A.

For custom sponsorship levels contact us!

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