

*Event* Sponsorship Package

# Appalachian *Festival*



**May 10 & 11, 2025**

*Presented by*

The Appalachian Community Development Association



# 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.

## A New “Forever Home”

Get ready for a fantastic experience as we count down to the big weekend. Picture yourself enjoying the vibrant atmosphere alongside the beautiful Ohio River in the charming business district of the Village of New Richmond. For the love of the mountains, the Appalachian Festival is where your spirits soar, and your bonds deepen. Get ready to be immersed in a world of art, music, and culture that will ignite your senses and awaken your spirit.

For Mother's Day weekend we will transform the Village of New Richmond into a mountain village, where you can experience what life was like in the Appalachian Mountains. The streets will be lined with artisan shops, mouthwatering food, and Pickin' Porches along with their own restaurants and shops. Share in the powerful rhythm and deep resonance of the drum as our Native American dancers share their culture and music with us.



# 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

**Hours:** Saturday, May 10th: 10:00 AM to 9:00 PM;  
Sunday, May 11th: 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](http://www.appalachianfestival.org)

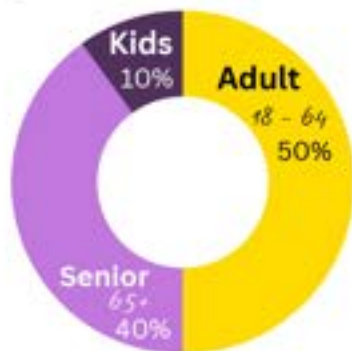
Phone: 513-251-3378  
[info@appalachianfestival.org](mailto:info@appalachianfestival.org)

# DEMOGRAPHICS

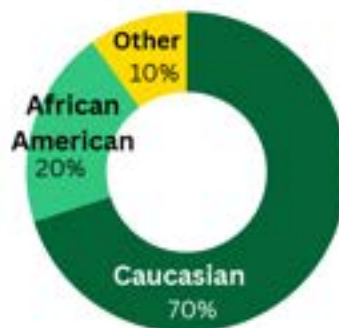
## AUDIENCE

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

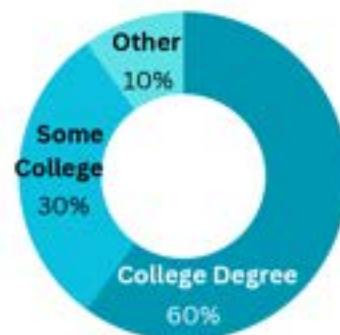
**Male: 39%**  
**Female: 61%**  
*Combined Income: \$70,000*



**Ethnicity:**



**Local: 80%**  
**Regional: 20%**



## 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 2025 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



## 2025 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!**



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# INTRODUCTION



The Board of Trustees of the Appalachian Community Development Association  
Annex C-10 would like to ask you to become a sponsor of the Appalachian  
Festival. This year marks the 54th anniversary of the first 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,

Shanon R. Rice  
President  
& the ACDA Board

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



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

*Your contributions may be tax-deductible*

Deadline: March, 15, 2025

# 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](mailto:info@appalachianfestival.org)





[www.appalachianfestival.org](http://www.appalachianfestival.org)

*Thank you for your time.*



The Appalachian Community Development Association

