

AUSTRALIAN CELTIC FESTIVAL

Year of Ireland & Isle of Man
2 - 5 May 2024, Glen Innes NSW




A U S T R A L I A N
C E L T I C F E S T I V A L

EXCLUSIVE MAJOR SPONSORSHIP OPPORTUNITY

about the festival

Highlander Package

The Australian Celtic Festival is renowned as the premier Celtic event of New South Wales. It is the only Celtic-themed festival in Australia to recognise different Celtic Nations each year and has the unique atmosphere of being located at the nationally acclaimed Australian Standing Stones. The festival is held from Thursday to Sunday over the first weekend of May each year.

In 2024, the Australian Celtic Festival will be held 2-5 May and highlight the Celtic Nations of Ireland and Isle of Man. Over the four days, there are close to 200 individual events and attractions. The township of Glen Innes comes alive with Celtic-themed window displays and experiences. The Thursday night 100,000 Welcomes Concert provides a taste of the

weekend's performances and non-stop entertainment. Alongside music and dance, the program includes official Celtic ceremonies, a street parade, re-enactment groups, Highland Games, Kirking of the Tartan, Poets Circle, Friday and Saturday evening performances, massed pipe bands, Celtic Cultural Awards, Celtic Dance Championships, a children's marquee with entertainment and activities, animal displays, boutique stalls including themed food and beverages, souvenirs and merchandise, and so much more.

Last year, the event attracted over 6,000 visitors comprising mostly family and friend groups, active seniors, grey nomads from all parts of Australia and the globe, and locals from the Glen Innes area and broader New England region.

HIGHLANDER SPONSOR BENEFITS

THE INVESTMENT \$10,000 + GST

Highlander Sponsor Benefits

- Prime promotional position in the printed program
- Note of thanks in radio advertising
- Logo, 25-word description and link to your website published on the festival website
- 10 social media posts
- Acknowledgment and logo in media releases
- Acknowledgment in stage scripts
- Banner placement
- Event signage
- 4 x 4m (unpowered) site for the duration of the festival
- 40 x event tickets

FAST FACTS

- Over **6,000** festival attendees
- **Over 10,500** Facebook followers
- **Over 1500** Instagram followers
- **2,500** email marketing subscribers
- **1,500** monthly website visitors to australiancelticfestival.com
- **3,000** printed programs

CONTACT US

E: eventsofficer@gisc.nsw.gov.au

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Visitor Information Centre
152 Church Street
Glen Innes NSW 2370

The Australian Celtic Festival is proudly supported by



THE
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BOARD



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