

about the festival

The Australian Celtic Festival is renowned as the premier Celtic event of New South Wales. It is the only Celtic-themed festival held within the unique atmosphere of the nationally acclaimed Australian Standing Stones. In 2024, the Australian Celtic Festival will be held 2-5 May and highlight the Celtic nations of Ireland and The Isle of Man. Festival sponsors have the opportunity to promote their brand to over 6,000 festivalgoers, New England locals, and participants from across the country and the globe. The official festival program for 2024 includes the 100,000 Welcomes Concert, Grey Street Parade, Highland Games, performance stages, massed pipe bands, Australian Celtic Cultural Awards, Australian Celtic Dance Championships, Celtic Symposium, Poets Circle, and so much more.

FOLLOW US



@australiancelticfestival

#australiancelticfestival

#gleninneshighlands

australiancelticfestival.com

OUR AUDIENCE & CHANNELS



Facebook followers - 10,523



Email subscribers - 2,500



Instagram followers - 1536



* at the 2023 event

- South East QLD
- Greater Sydney
- Regional NSW

The Australian Celtic Festival is proudly supported by



THE AUSTRALIAN
STANDING STONES
MANAGEMENT
BOARD



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

BECOME A VALUED SPONSOR

2 - 5 May 2024
Glen Innes NSW



Ireland & Isle of Man



A range of sponsorship opportunities are available to promote your business, products or services at the Australian Celtic Festival

australiancelticfestival.com

explore

SPONSORSHIP OPTIONS & BENEFITS

HIGHLANDER

\$10,000 + GST

- Main sponsor

MARQUESS

\$5,000 + GST

- Jousting Arena and Event
- Highland Games Event
- Main Performance Precinct

EARL

\$2,000 + GST

- Australian Celtic Cultural Awards
- Boar N Drum Bar
- Street Parade
- Pipe Bands
- Small Performance Stage
- Dance Stage
- Celtic Kids Marquee
- Celtic Cultural Symposium
- Celtic Kitchen

BRAVEHEARTS *(Award Sponsors)*

Choose your prize money

\$1,000+GST, \$500+GST or \$200+GST

Choose your sponsorship

- Australian Pipeband Competition
- Australian Celtic Cultural Awards
- Australian Celtic Dance Championships
- Celtic Dog Parade
- Busking Competition
- Celtic Cooking Competition

IN-KIND DONATIONS

In-kind donations and support are greatly appreciated and will be recognised throughout the festival activity.

	10K	5K	2K	1K	\$500	\$200
MENTIONS IN RADIO ADS	Yes	Yes	N/A	N/A	N/A	N/A
ACF WEBSITE	Logo & 25 words	Logo & 10 words	Logo & link	Logo & link	Name listed	Name listed
SOCIAL MEDIA POSTS	10	5	2	1	N/A	N/A
MEDIA RELEASE MENTIONS	Logo & 25 words	N/A	N/A	N/A	N/A	N/A
ACF NEWSLETTERS	Logo & Link	Logo	Name	N/A	N/A	N/A
STAGE SCRIPTS	Sponsor name & long bio	Sponsor name & short bio	Sponsor name	Sponsor name	Sponsor name	Sponsor name
BANNER PLACEMENT*	Yes	Yes	Yes	Yes	N/A	N/A
EVENT SIGNAGE	Tier 1	Tier 2	Tier 3	Tier 4	Name listed	Name listed
OFFICIAL WEEKEND EVENT TICKETS	40	20	10	5	4	2
STALL SITE UNPOWERED	4 x 4 2 x Free Entrance Teardrop Banner	4 x 4 1 x Free Teardrop Banner	4 x 4	N/A	N/A	N/A

*Banners to be supplied by sponsors by Tuesday 30 April 2024



OFFICIAL PROGRAM & WEBSITE

Advertise in the FREE official 2024 festival program. Promote your business or event directly to festival fans in the printed and online versions.

Inclusions:

- Official program of events
- Site map
- 3,000 printed programs
- Digital version available online and promoted via our social media accounts
- Your business or event listed as a supporter on our website
- Complimentary programs

CHOOSE FROM

INSIDE FRONT COVER

200mm (w) x 287mm (h)

Inside front cover - A4 full page
\$1000

INSIDE BACK COVER

200mm (w) x 287mm (h)

Inside back cover - A4 full page
\$1000

BACK COVER

200mm (w) x 287mm (h)

Back cover A4 full page
\$1500

QUARTER PAGE AD

100mm (w) x 145mm (h)

Quarter page ad
\$250

HALF PAGE AD

200mm (w) x 100 mm (h)

Half page ad - \$500



CONTACT US

E: eventofficer@gisc.nsw.gov.au

T: 02 67302409 or 02 67302400

Glen Innes Visitor Information Centre

152 Church Street, Glen Innes NSW 2370

