


Southwest Celtic Music Association  
presents the 36th annual

# North Texas Irish Festival

March 2-4, 2018, Fair Park Dallas, TX

A celebration of Irish  
music and dance  
in the heart of the  
southwest

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

A large crowd of people is gathered at an outdoor festival. Many people are wearing green shirts, suggesting a St. Patrick's Day theme. They are sitting around a fountain with multiple water jets. The background shows a large open area with trees and a building.

# The NTIF

is presented by the Southwest Celtic Music Association, a non-profit cultural organization based in Dallas that fosters the great tradition of Irish culture in North Texas. One of the largest cultural festivals in DFW is also revered as one of the best Irish festivals in the U.S.

On October 22, 1984, the Southwest Celtic Music Association (SCMA) was incorporated as a not-for-profit corporation in the State of Texas. It subsequently received IRS exemption as a 501(c)(3) organization on December 11, 1985. It has maintained offices in the city of Dallas since its inception.

The mission of the SCMA is to increase public awareness of the rich heritage of the Celts and its enduring effects on our own culture today. It sponsors concerts, festivals, music and dance workshops, provides referrals for entertainers, promotes regular sessions and supports other regional organizations with similar purposes.

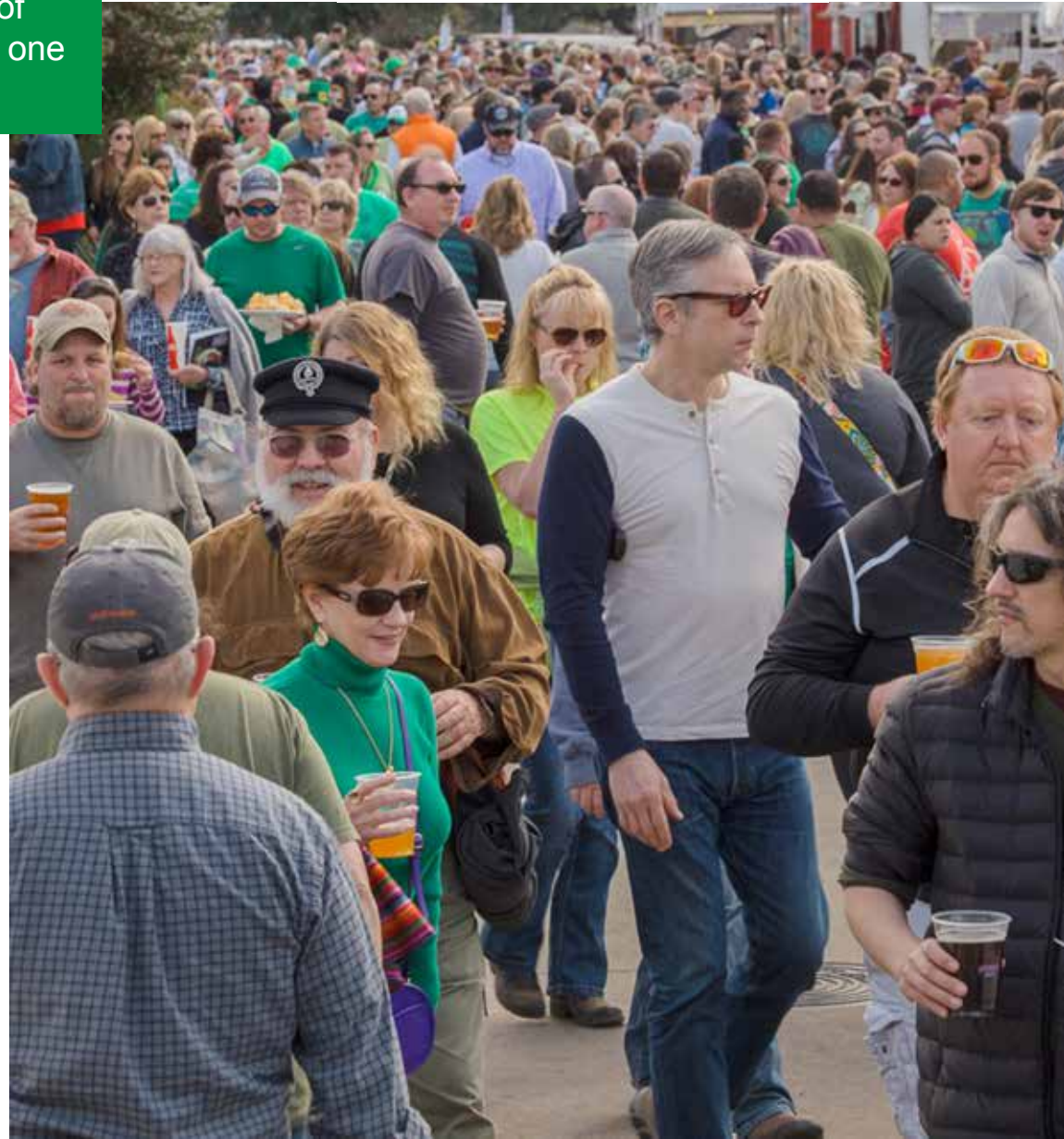
Through its scholarship programs the SCMA encourages and promotes educational awareness of the Celtic contributions to the American experience.

Each year the SCMA awards individual scholarships in music and dance to students in the DFW area. The SCMA also awards grants to other Celtic organizations for educational purposes.

*“The festival is one of the largest Celtic cultural events in the nation and features many of the top Irish musicians and dancers in the world, plus a variety of cultural presentations on 13 stages. Fair Park, First Avenue at Parry Avenue.”*

*Travel Texas*

# NORTH TEXAS IRISH FESTIVAL



# NTIF facts at a glance

- ♣ The North Texas Irish Festival (NTIF) is held annually at Fair Park, in Dallas, the first weekend of March. It is a direct descendant of the “First Texas Ceili”, held at the legendary Nick Farrelly’s Lounge off Oak Lawn in Dallas in 1983.
- ♣ Annually over 600 volunteers combine their efforts to produce the NTIF.
- ♣ The NTIF is one of the largest and most respected Celtic-oriented festivals in the US, attracting upwards of 65,000 people annually.
- ♣ Dozens of musical and dance activities, including internationally recognized performers from Ireland, Scotland, England, Isle of Man, Wales, Australia and Canada.
- ♣ Quality entertainment and educational projects for children at the Urchin Street Fair.
- ♣ Dance Ceili led by two local accredited dance instructors.
- ♣ Hands on instrument education workshops for beginners and advanced students.



- ♣ 39% of attendees live in the City of Dallas
- ♣ 23% travel over 50 miles
- ♣ 50% in the 18-34 age bracket
- ♣ 48% first time attendees
- ♣ 46% hear about NTIF through word of mouth
- ♣ 97% of visitors stay between 3 and 8 hours
- ♣ 54% visit Fair Park 2 or 3 times per year
- ♣ 14,000+ Facebook reach

2018 expected attendance is over 60,000

*“The Consulate General of Ireland in Austin which represents Ireland in Texas and in seven states across the US southwest is delighted to support the NTIF and its wonderful Board, in promoting Irish culture to new audiences. We look forward to working closely with NTIF as preparations intensify for another great festival in 2018.”*

*Adrian Farrell, Consul General of Ireland, Austin, Texas*

- ♣ Category and industry exclusivity
- ♣ Lead name recognition in media (to include television, radio, daily newspapers, weekly newspapers, press releases and event website)
- ♣ Logo, prominent position and size, on posters and flyers distributed at area retailers and venues throughout the Dallas/Fort Worth Metroplex
- ♣ Naming rights for Shannon Stage
  - 80ft x 100ft structure tent
  - Logo and message on 40ft wide gable banner
  - Additional 20ft banners on tent walls
  - 1,000 person capacity
  - High energy Celtic Rock bands
- ♣ Full page outside cover 4 color advertisement in event program
- ♣ Logo on reverse of daily tickets

**Title Sponsor**

**\$40,000**



MC addressing the crowd on the Shannon Stage

- ♣ Logo and company name on T-shirts
- ♣ 10x20 ft booth space, 20 weekend tickets to event, 10 VIP all access badges and parking passes
- ♣ Multi-year agreements options



NTIF Shannon Stage - audience capacity 1,000

- ♣ Category and industry exclusivity
- ♣ Logo and name recognition in media (to include local television, radio, daily newspaper, weekly newspapers, press releases and event website)
- ♣ Logo on posters distributed at area retailers and venues in the Metroplex
- ♣ Naming rights on the Trinity Stage throughout 3-day Festival
  - 600 seating capacity inside Centennial Hall
  - Logo and message on 40ft side walls
  - Headline bands
  - High traffic area adjacent to Performer Products booth
- ♣ Full page 4 color advertisement in event program
- ♣ Logo on reverse of weekend tickets
- ♣ 10x20 ft adjacent booth space, 20 weekend tickets to event, 10 VIP all access badges and parking passes

**Presenting Sponsor \$25,000**



The NTIF Trinity Stage

Adrian Farrell, Consul General for Ireland addressing the crowd at the Trinity Stage.

“The Consulate’s priorities include building stronger links between Ireland and the US southwest through engaging with the Irish community, advancing Irish economic initiatives and promoting partnerships at all levels between Ireland and the states of the southwest US.”

Mr Farrell has attended NTIF twice since taking up his position in 2015.



- ♣ Logo on posters distributed at area retailers and venues in the Metroplex
- ♣ Naming rights on the Shamrock Stage throughout 3-day Festival
  - 600 seating capacity inside Centennial Hall
  - Logo and message on 40ft side walls
  - Headline bands
- ♣ Logo placement in all advertising and promotional material
- ♣ Half page color advertisement in event program
- ♣ 10x10 ft booth space adjacent to the Shamrock stage
- ♣ 10 weekend tickets to event, 6 VIP all access badges and parking passes

**Major Stage Sponsor \$15,000**



The NTIF Shamrock Stage



Irish band The High Kings performing on the Shamrock Stage

- ♣ Naming rights and sole sponsor on one of 4 stages  
Pub, Shanachie, In the Tradition and Cashel stages  
200 seating capacity  
10 ft logo banner on stage side
- ♣ Logo on posters distributed at area retailers and venues in the Metroplex
- ♣ Logo placement in all advertising and promotional material
- ♣ Half page, black and white advertisement in event program
- ♣ 10x10 ft booth space adjacent to the named stage
- ♣ 10 Weekend tickets to event, 6 VIP all access badges and parking passes



The US Air Force band Celtic Aire, performing at NTIF 2016

## Stage Sponsor \$15,000



Piper Jones from Houston performing on the Pub Stage

- ♣ Logo on posters and flyers distributed at area retailers and venues in the Metroplex
- ♣ Naming rights and sole sponsor of the Urchin Street Children's Area and Harkness performance stage
- ♣ Full page advertisement in event program
- ♣ 10x20 ft Booth space, 10 weekend tickets to event, 6 VIP all access badges and parking passes

## Urchin Street Sponsor \$20,000



Urchin Street volunteer assisting visitors to the Urchin Street activity area



Micheal Price from Orlando, Florida entertaining on the Harkness Stage



# Other Sponsorship Opportunities

Signage size and location, weekend, VIP and parking passes and booth space is negotiable for all areas.

## Golf carts - \$3,000

30 golf carts are rented for the use of NTIF staff and volunteers during setup and weekend operations. They are seen driving around the grounds and provide an excellent opportunity to promote a company logo or message.



## Hotel Transportation - \$5,000

A fleet of up to 4, forty passenger buses provide complimentary transportation for musicians, volunteers and guests between the Doubletree Hotel and Fair Park throughout the weekend. With certain restrictions, such as alcohol, we are able to provide promotion for companies or products within the buses.

## VIP, Performer, Staff and volunteer green rooms - \$5,000

NTIF is recognized internationally by musicians, volunteers and VIPs for its hospitality, both at the host hotel and within the fairgrounds. We maintain a number of closed areas where the over 400 people working the event can catch a break from the hard work that they all do. Green room volunteers provide hot meals, snacks, drinks and a place to meet old friends throughout the weekend.



## Volunteer t-shirts - \$3,000

Each year NTIF produces a souvenir T-shirt with unique custom design. About 600 of these are given to our hardworking volunteers and headline musicians in appreciation of their efforts. You too can add your thanks and company logo to these shirts that have been seen throughout the US and Europe.



## Program - \$2,000

The festival program contains a listing of all events, stage times, vendor locations and interesting festival facts. In 2018 we plan to make available over 1000 copies the program free of charge to all guests. Your company can help by supporting this effort.

# Media Partners

♣ CBS Radio



♣ NBC Channel 5



♣ Dallas Observer



# Other Supporters

- ♣ City of Dallas, Office of Cultural Affairs
- ♣ Hilton Doubletree Hotel, Campbell Center
- ♣ Scarborough Faire
- ♣ Scottish Clans of North Texas
- ♣ Irish American Society
- ♣ Texas Rose of Tralee
- ♣ The State Fair of Texas
- ♣ Weiss Enterprises



# North Texas Irish Festival

March 2-4, 2018

Fair Park, Dallas, TX

## NORTH TEXAS IRISH FESTIVAL

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