

Date: November 2, 2011



Gary Britt Jr.
Celtic Fantasy Faire Productions
P.O. Box 4541
Sonora, CA, 95370
(209) 271-2838

To whom it my concern:

Please allow this letter to introduce you to Celtic Fantasy Faire Productions and the 26th Annual Sonora Celtic Faire with the West Coast Ultimate Jousting Championships for which we are seeking your support.

Sonora Celtic Faire is the largest Celtic event on the west coast. We have been serving the community of the San Joaquin valley and the Mother Lode for the past Twenty-five years with great entertainment. Our mission is to bring togetherness to all of the Celtic Americans at our events also we open our events to those that would like to explore their heritage and culture in one place. By us assembling non-profit groups like modern Clans, Historical Sonora Chamber of Commerce, and M.S. Moms to help participate at our events, where we can educate and inspire all of the attending patrons at our fair. For the past seven years we have been opening our gates on Friday to schools and educational instructors to bring their students to a cultural field trip as a part of their curriculum, which has been a big success and growing in student attendance over the years.

This March 9th, 10th, & 11th 2012 we have adorned our stages with ten Celtic themed bands. Some of the lineup will include the fun folk ditties of the Black Irish Band. In addition to the music stages we have three more entertainment stages cram packed with street performers, dancers, and much more. With over 100 vendors and several re-enactment troupes that help us draw our attendees up into the ten thousand range. Also, new to this year's line-up is the West Coast Ultimate Jousting Championships with real hard-hitting knights. These knights are real athletes and do not perform for show. These jousters are at the top level in this extreme sport. Since this jousting tournament is one of the filming locations for one of the episode of a reality TV show knights of Mayham on the National Geographic Channel coming out Nov. 15 2011 your company's logos or banners may be at the event as one of our sponsors exposing your company to all of arena viewers.

This is a great opportunity for your company to receive exposure and help support a worthy event with a cause. As a participating sponsor you will receive:

Sponsor Benefits:

- Different Package Levels may include the following:
- The naming of one of the music stages after your company with your banner as a back drop
- Banner placed in the jousting arena
- Reference in all printed and radio promotional materials and web site
- Opportunity to hand out branded item and promotions at the event
- Have a spot for your booth for promoting with a gate listed staff
- Different ticket packages to the event
- The rights to say you're a proud sponsor of the 26th Annual Sonora Celtic Faire

We hope your involvement will make this year's event an extra special celebration. We also appreciate your consideration and look forward to hearing from you soon please mail your commitment letter back to register at faireteam@gmail.com should you have any questions, feel free to call me at 209-271-2838

Sincerely,

Gary Britt Jr.
faireteam@gmail.com



26th Annual Sonora Celtic Faire & West Coast Ultimate Jousting Championships



PRESS RELEASE

The 26th Annual Sonora Celtic Faire is now hosting the “West Coast Ultimate Jousting Championships”, and a one of the locations for Reality Television Show from National Geographic!

Celebrating the cultures of Ireland, Scotland, Cornwall, and Wales with the 26th Annual Sonora Celtic Faire located at the Mother Lode Fairgrounds in Sonora, Ca * March 9th, 10th, and 11th, 2011

National Geographic Television has filmed their action packed new reality show about modern jousting, and the Sonora Celtic Faire was picked for the location of the 2nd hour-long episode. Over a dozen fully armored knights on horseback will converge on the Mother Lode Fairgrounds and compete in full contact, heavy hard hitting jousting. “No one has seen this type of jousting since the 1500s in England & Scotland”- Patrick Karnahan (faire founder & CEO)

Each show will follow the lives of modern knights to six locations in the world. It will cover their personal stories of why they joust, and why people come out to watch it at a Celtic Faire. “The programs style will be based on the very successful series “Ice Road Truckers and “Axe men”- Karnahan

Music will also highlight the 2012 faire. This year’s headliners include the smoking hot Celtic sensations Wicked Tinkers, Brother, and Tempest. “Bagpipes and fiddles galore will get everyone up and dancing”- says Karnahan. Other Celtic Rockers include: 1916 Irish Band, Avalon Rising, and Sligo Rags. Traditional Celtic groups including, Golden Bough, and Black Irish Band. Three full Scottish Pipe bands will be marching along with many solo Celtic performers and dancers.

Also on the schedule; Scottish Highland Games, Scottish & Irish modern clans, Sierra Spiral Dancers, Highland Scottish Dancers, Irish Step dancing groups, a historical village with 300 costumed re-enactors, longbow archery, street performers, a giant, Vikings, fire breathing dragon, full-size Pirate Ship, fire eaters, jugglers, and comedians Myth and Magic. It is called the Disneyland of Celtic Faires for good reasons!

The Faire starts on Friday at 9:30 am with Celtic Family Day, lots of great education and entertainment for all ages- \$5 for kids * \$10 for adults. A Friday night kick-off party that will celebrate the faires 26th Anniversary and founders 53rd birthday will start at 7pm. It will feature 5 Celtic Bands, meet & mingle, and a no-host bar that features the best Celtic Groggs on the planet! (Only- \$15)



26th Annual Sonora Celtic Faire & West Coast Ultimate Jousting Championships



\$2500 Platinum 3 spots available

- Stage named after the company name or donor
- Banners in the jousting Arena
- Booth at the event with your staff to market your Company (booth staff free entry)
- Name recognition on day of event
- Company/donor name on signage at event
- Dedication, company name or donor name on website
- Right to use "25th Sonora Celtic Faire's" name and logo;
- i.e. _____ is a proud sponsor of Sonora's 25th Celtic Faire in radio ads
- Promotional item distribution at event with the programs
- Name and logo in all of Newspaper ads also on event T-shirts Feb. 10th 2011
- Complimentary ticket package to event
- Recognition in the Sonora Celtic Faire's Programs before 12/20/10

\$2000 Gold

- Dedication placements, Company/donor name on signage at event
- Name recognition on day of event
- Booth at the event with your staff to market your Company (booth staff free entry)
- Dedication, company name or donor name on website
- Right to use "25th Sonora Celtic Faire's" name and logo;
- i.e. _____ is a proud sponsor of Sonora's 25th Celtic Faire
- Name and logo in all of Newspaper ads
- Name and logo on event T-shirts Deadline Feb. 10th 2011
- Promotional item distribution at event with the programs
- Eight complimentary tickets to event
- Recognition in the Sonora Celtic Faire's Programs before 12/20/10

\$1500 Silver

- Dedication placements, Company/donor name on signage at event
- Name recognition on day of event
- Dedication, company name or donor name on website
- Name and logo on event T-shirts Deadline Feb. 10th 2011
- Promotional item distribution at event with the programs
- Six complimentary tickets to the event

\$500 Ad package

- Dedication placements, Company/donor name on signage at event
- Name and logo on event T-shirts Feb. 10th 2011
- Promotional item can be distribution at event
- Four complimentary tickets to the event

We do radio ads with KABX, KYOS, HAWK, KVMR and our newspaper ads are in the Union Democrat, Calaveras Enterprise, Ledger Dispatch, Modesto Bee, Oakdale Leader, Turlock Journal, Manteca Bulletin, Escalon Times, and our Facebook pages, and web-site

Sponsorship Pledge Form



Celtic Fantasy Faire Productions
DBA Sonora Celtic Faire
(209)271-2838

Donor Information (please print or type)

Name	
Billing address	
City	
State	
ZIP Code	
Contact Name	
Telephone (Contact)	
Telephone (Business)	
Fax	
E-Mail	

Pledge Information

I (we) pledge a total of \$2500Platinum, \$2000Gold, \$1500Silver, Other/ad or Custom package to be paid: Before April 21st 2012.

I (we) plan to make this contribution in the form of:

cash check credit card other.

Credit card type	
Credit card number	
Expiration date	
Authorized signature	

Acknowledgement Information

All Posters, signs, banner, and handouts must be delivered one week prior to event. Feb 28th 2011

Please use the following name(s) in all acknowledgements:

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I (we) wish to have our gift remain anonymous.

Signature(s)
Date

Please make checks, corporate matches, or other gifts payable to:

Sonora Celtic Faire P.O. Box 4541 Sonora, CA, 95370

Please Send Sponsorship Pledge Form to:

Sonora Celtic Faire 326 Poplar Ave. Manteca, CA, 95336 faireteam@gmail.com
