



West Virginia Wild and Wonderful Celtic Festival and Highland Games



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Dear Sponsors,

I hope this letter finds you well. I am writing to invite your esteemed organization to join us as a sponsor for the fourth annual West Virginia Wild and Wonderful Celtic Festival and Highland Games, scheduled to take place on June 19th and 20th, 2026, at 4H Camp Pioneer in Beverly, WV. This unique cultural celebration has grown significantly since its inception, bringing together thousands of attendees from across the region to enjoy the rich traditions of Celtic heritage.

About the Festival:

The West Virginia Wild and Wonderful Celtic Festival and Highland Games is a vibrant event that showcases the captivating music, dance, and athletic competitions associated with Celtic culture. From spirited bagpipe performances to traditional Scottish dancing and the awe-inspiring Highland Games, this festival offers an unforgettable experience for individuals and families alike. We would be honored to have your organization as one of our valued sponsors. Your support will not only help us create a memorable experience for attendees but also contribute to the cultural vitality of our community.

Please feel free to contact me at 304-641-8770 or email www.wvcelticfestandgames@gmail.com to discuss sponsorship opportunities further. We look forward to the possibility of partnering with you and making this year's festival a resounding success. Thank you for considering this opportunity to support the West Virginia Wild and Wonderful Celtic Festival and Highland Games.

Warm regards,

West Virginia Wild and Wonderful Celtic Festival and Highland Games

Phone: 304-641-8770

Email: wvcelticfestandgames@gmail.com

4H Camp Pioneer Beverly, West Virginia

Website: www.wvcelticfestandgames.com



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Greetings,

West Virginia Wild and Wonderful Celtic Festival and Highland Games Inc. is a veteran-owned and operated 501(c)(3) non-profit organization, established in August 2022 by William B. Ferguson. Our mission is to present, educate, and inform West Virginia residents about the rich Scottish and Celtic heritage within the Mountain State. We endeavor to celebrate and share the traditions rooted in Scottish and Celtic history with visitors, fostering a sense of camaraderie among clan members in the region. Furthermore, we are committed to collecting and preserving literary, historical, and genealogical records, documents, and artifacts related to Celtic heritage. Our initiatives also emphasize the traditions, values, and characteristics of the past while highlighting 4H Camp Pioneer, the town of Beverly, Randolph County, and the surrounding communities through traditional music, dance, arts, Highland games, and sports.

Our inaugural festival exceeded our wildest expectations. We hosted an event featuring professional Highland athletic competitions, Highland dancers, Appalachian Cloggers, sheep herding demonstrations, blacksmith showcases, world-class musical performances, and a delightful selection of traditional food, drinks, arts, and crafts. With over 1,200 attendees and numerous participants, we received hundreds of glowing reviews and sincere praises on our website and social media platforms. It was clear that our guests thoroughly enjoyed themselves. The second year proved to be even more successful, as we introduced additional events and attractions, effortlessly doubling our attendance to over 2,700. Once again, the feedback and comments across our media channels were fantastic.

In our third year, we continued to thrive, surpassing our 2023 attendance despite facing severe heat warnings and temperatures exceeding 90 degrees.

We are currently in the planning and organization phase for our fourth annual festival and Highland games. Scheduled for the third weekend in June, 2026, the event will once again take place at 4H Camp Pioneer in Beverly, West Virginia. We will be introducing additional events and activities this year, and we have increased our advertising budget to draw in a larger audience. We are confident that our guest numbers will rise significantly. If the weather is as favorable as it was during our first two years, we expect to welcome well over 3,500 attendees.

Our success can largely be attributed to our generous donors and sponsors, without whom we would not have achieved such milestones. As our festival expands, so do our expenses, which is why we are reaching out to you. We would like to explore your interest and willingness to support us through a donation or sponsorship. Our robust advertising campaign offers excellent opportunities for visibility, and we would be thrilled to include you in our growing list of sponsors.

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Email: wvcelticfestandgames@gmail.com

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Why Sponsor Our Event?

Becoming a sponsor of our festival presents a valuable opportunity for your organization to connect with a diverse audience, enhance brand visibility, and demonstrate your commitment to cultural enrichment. By supporting this event, you will be contributing to the preservation and celebration of Celtic traditions while also benefiting from the following:

- **Brand Exposure:** Your company logo will be prominently featured on festival materials, including banners, brochures, and our official website, reaching thousands of attendees and potential customers.
- **Community Engagement:** Engage with festival-goers through interactive booths, displays, and demonstrations, allowing for meaningful interactions and networking opportunities.
- **Media Coverage:** Gain visibility through local media coverage and social media promotion, further amplifying your brand's reach.

Sponsorship Levels

We offer various sponsorship levels to suit your marketing goals and budget. Each level includes a range of benefits, such as VIP passes, exclusive access to hospitality areas, and customized recognition packages. Please find a brief overview of our sponsorship tiers below:

- **Platinum Sponsor: \$5,000 or More**
 - o Premier logo placement on all promotional materials
 - o 4 VIP passes
 - o Recognition in press releases and media coverage
- **Gold Sponsor: \$2,000 to \$4,999**
 - o Prominent logo placement on event signage
 - o 2 VIP passes
 - o Mention in social media posts
- **Silver Sponsor: \$1,000 to \$1,999**
 - o Logo inclusion in event program
 - o 1 VIP pass
 - o Recognition on the festival website

Please refer to our full list of Sponsorship Tier Levels for more details.



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Donations and Sponsorships

We are a non-profit organization owned and operated by veterans. Like many non-profits, we began our journey with just a handful of small donations. Our operations primarily depend on these contributions. Our aim is to create the best Celtic festival for our community, and we are committed to achieving that goal. We have reached out and received support from various businesses and organizations, yet we have not yet attained the total amount needed to host our event.

What Are Our Expenses?

We have various expenditures to consider. These include costs for the event venue, waste disposal, portable restrooms, and payments for the numerous athletes, judges, officials, dancers, and live performers. Additionally, insurance is a significant expense. There's nothing more disappointing than attending an event that skimped on essentials like portable toilets. I would much prefer not to waste my time waiting in line for a restroom that has seen too much use!

What is Our Income?

Our revenue will come from various sources. We anticipate earning money through ticket sales, T-shirt sales, beverage sales, raffle tickets, vendor fees, and fundraisers. However, the challenge we face is that much of this income will not be available until after the festival. This is why we need your generous donations

What Happens to Any Surplus Money?

This event will be held annually. All funds collected will be allocated for future events. Every penny of our donations goes directly into the festival and the promotion of our activities. We plan to increase our advertising budget to enhance our marketing efforts for future donors and sponsors. Our event promises a wide array of entertainment, including:

- Live bands
- Highland dancing
- Highland games
- Food and drinks
- Arts and crafts
- Merchandise vendors
- Sheep herding
- Highland cows
- Blacksmith demonstrations

There will be entertainment and activities suitable for everyone!

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What's in It for You?

We're committed to providing exceptional value for your investment. We have developed a comprehensive advertising campaign to promote our event, and we can simultaneously showcase your company or organization. Your brand will be featured on our website, social media platforms, and all promotional materials. Advertising will commence immediately upon receiving your donation and will remain active across all our channels until August 2026. Additionally, all donors will have the opportunity to renew or replace their sponsorship for the 2027 festival. If you choose to renew, your advertisements will continue to be displayed until August 2027.

Advertising Opportunities Will Expand with the Growth of Our Festival

Your sponsorship can be tailored to specific events. If you choose to sponsor a particular event, like the 5K run, we will proudly recognize you as one of the primary sponsors for that event.

Donors Have the Option to Remain Anonymous.

Contributions can be made through our website, via PayPal, check, or credit card. We are open and eager to collaborate with everyone.

Should you have any inquiries regarding our organization, please do not hesitate to reach out at any time.

You can contact us through our website contact page at www.celticfestandgames.com. Alternatively, you can email us at wvcelticfestandgames@gmail.com.

For immediate assistance, or to discuss details in person, please feel free to call us at 304-641-8770.

Thank you for considering us.
Sincerely,

President: Timothy L. Ferguson, President (304)-641-8770

Vice President: David Ferguson, Vice President (681)-495-7242



West Virginia Wild and Wonderful Celtic Festival and Highland Games



Donation and Sponsor Levels

Platinum Level Sponsor: \$5,000.00 and up

Platinum Level Sponsors will receive:

- Your name and logo prominently displayed in large, bold print on our website and social media pages.
- A hyperlink to your site on our website and social media platforms.
- Your name and logo highlighted in large, bold print on all our printed advertising materials, including posters and banners.
- Noticeable display of your name and logo on banners at the festival.
- Mentions of your name in random social media posts.
- Recognition in all our radio, television, and newspaper articles.
- Acknowledgment during the opening, awards, and closing ceremonies at our festival.
- Four VIP admission tickets to all events.
- Four complimentary family passes to our festival.
- Four free festival T-shirts.
- Four free festival crest lapel pins.

Gold Level Sponsor: \$2,000.00 to \$4,999.99

Gold Level Sponsors will receive:

- Your name and logo featured in medium bold print on our website and social media pages.
- A hyperlink to your site on our website and social media platforms.
- Your name and logo in medium bold print on all our printed advertising materials, including posters and banners.
- Display of your name and logo in medium bold print on festival banners.
- Mentions of your name in random social media posts.
- Recognition during the opening, closing, and awards ceremonies at our festival.
- Two free VIP passes to all events.
- Two complimentary family passes to our festival.
- Four free festival T-shirts.
- Four free festival crest lapel pins.



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Donation and Sponsor Levels

Silver Level Sponsor: \$1,000.00 to \$1,999.99

Silver Level Sponsors will receive:

- Your name and logo displayed in small bold print on our website and social media pages.
- Your name and logo in small bold print on all our printed advertising materials, posters, banners, and flyers.
- Your name and logo in small bold print on festival banners.
- A hyperlink to your site on our website and social media platforms.
- Mentions of your name in random social media posts.
- Recognition during the opening, closing, and awards ceremonies at our festival.
- One free VIP pass to all events.
- Two complimentary family passes to the festival.
- Two free festival T-shirts.
- Two free festival crest lapel pins.

Bronze Level Sponsor: \$500.00 to \$999.99

Bronze Level Sponsors will receive:

- Your name in small print on the bottom of all our printed advertising materials, posters, banners, and flyers.
- Your name and logo in small print on the bottom of banners at the festival.
- Your name and logo featured on our website and social media pages.
- A hyperlink to your website on our social media pages.
- Mentions of your name in random social media posts.
- Recognition during the opening, closing, and awards ceremonies at our festival.
- One VIP pass to our festival.
- One free family pass to the festival.
- One free festival T-shirt.
- One free festival crest lapel pin.



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Donation and Sponsor Levels

Honor Level Sponsor: \$100.00 to \$499.99

Honor Level Sponsors will receive:

- Your name in small print on the bottom of all our printed advertising materials, posters, banners, and flyers.
- Your name and logo displayed on our website and social media pages.
- A hyperlink to your website on our social media pages.
- Mentions of your name in random social media posts.
- Recognition during the opening, closing, and awards ceremonies at our festival.
- One VIP pass to our festival.
- Four free tickets to our festival.
- One free festival T-shirt.
- One free festival crest lapel pin.

Community Level Sponsor: \$50.00 to \$99.99

Community Level Sponsors will receive:

- Your name featured on our website and social media pages.
- A hyperlink to your website on our social media pages.
- Mentions of your name in random social media posts.
- Recognition during the opening, closing, and awards ceremonies at our festival.
- Two free tickets to our festival.
- One free festival crest lapel pin.

Thank you for considering us!

Founder: William "Buck" Ferguson

President: Timothy L. Ferguson

Vice President: David Ferguson

Committee Chair: Lisa Gagliano

Contact: 304-641-8770

Location: 4H Camp Pioneer Beverly, West Virginia

Event: West Virginia Wild and Wonderful Celtic Festival and Highland Games