

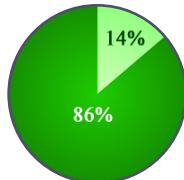
niagara celtic By the numbers

2025 Festival Finances

Costs included property rental, performers, attractions, animals, rentals, security, insurance, utilities, activities, storage, tables, tents, seating, supplies and much more.

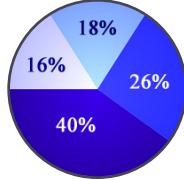
Revenue

86% festival income
14% sponsorship, grants and contributions



Expenses

40% event production
26% artists & performers
18% education & marketing
16% office & administration



Supporting Others

Participating artists & groups at Niagara Celtic earn financial donations. This helps spread your support across WNY & beyond!

2025 Donations included:

- 6 adult & youth dance groups
- 9 bagpipe bands
- 24 Celtic bands/artists
- 6 workshop hosts
- 7 history groups
- 35 Scottish clans and Celtic societies
- 10 community groups
- 6 animal groups
- Highland Games competitions w/ 60+ athletes



WE'RE CONNECTED

Website: 29,500+ annual visitors

Facebook: 7,200+ followers,
98% recommend rating

Email Database: 10.8k+ emails

Mailing Database: 17,200
households (app. 48,000 people)

Explore all we offer at
NiagaraCeltic.com



"What an incredible festival! We couldn't believe the variety of things to do, great vendors, kids activities. Well done! We'll definitely be back next year." -Missy

The festival just keeps getting better every year! It was a wonderful time, as usual. Easily the best festival in WNY! -Lisa

"This was the first time I came on both days and it was awesome!! Thank you!! For all the hard work you do!" - Sydney

"Not only is this the best run festival that I attend, it has the best feeling of being with family. If you only go to one, make it this one." - Steven

"An amazing event. Performances were exceptional, food vendors excellent & varied, and number of clans impressive. Parking was convenient and accessible. Crowds were polite and friendly. I cannot wait for next year!" - Kennan

"My first time attending and will definitely be back. Absolutely LOVED it, was totally blown away! I knew it was big, but OMG!" - Terri



Niagara Celtic
Heritage Festival & Highland Games

25th
year!

Sponsorship Opportunities

September
19 & 20, 2026
Niagara Co. Fairgrounds
in Lockport, NY

Niagara Celtic began in 2001 and is now the largest Celtic gathering in NY State. Our two-day festival gathers thousands from across the U.S. and Canada, and is one of the highest rated festivals in Western New York. Our large volunteer staff is dedicated to hosting a quality event that helps WNY shine.

Niagara Celtic is a NYS Non-Profit Education Corp. and has 501(c)3 Not-for-Profit status.

support community, celebrate heritage and GROW YOUR BUSINESS!

audience size

We currently host over 11,000 visitors, who stay an average of 6-hours. This means repeat chances to view or hear your branding in banners, our guidebook, and announcements.

exclusivity

Our free festival guidebooks only have adverts from sponsors, so they'll easily stand out to readers. We also limit branding on the grounds which increases your brand's visibility.

uniqueness

Our heritage festival offers old-fashioned faire fun, unique attractions and amazing performances. Our welcoming environment allows visitors to escape their lives as they explore, learn, discover, celebrate, and play. Our "good feel" vibes transfer to our sponsors, as guests appreciate those who support our efforts to remain a quality festival in Niagara County, NY.

affordable for families

We offer free admission for kids 12 & under, and host many family-friendly events and activities. As Niagara Celtic is a fun family outing at an affordable cost, families represent our largest audience.



Contact: Beth Banks
Festival Director
(716) 778-5730
beth@niagaraceltic.com

2026 SPONSOR TIERS

We can customize to better suit your business

Benefits



Dagger \$500	Pike \$1000	Mace \$1500	Sword \$2500
Small Size	Small Size	Large Size	Large Size
✓	✓	✓	✓
✓	✓	✓	✓
1 Featured Ad in our Festival Guidebook <i>*Exclusive to Sponsors!</i>	Eighth Page	Quarter Page	Quarter Page
Festival Day Passes	5	10	15
10x10 Festival Vendor Space		✓	✓
Business Banner displayed at the festival <i>*Supplied by you; 2 ft. height max</i>	1	2	3
Feature post on Facebook & Instagram		1	1
Your logo on our summer tri-fold brochure; 18K printed <i>*Deadline 6/1</i>		✓	✓
15% Off festival admission promo code for your company employees			✓
Your Logo on our Posters <i>*Deadline 4/1</i>			✓
Your Choice: Feature Sponsor of either 1 (One) Grounds Area OR the Festival Opening Ceremonies			✓
Noted as a Feature Sponsor in festival Press Releases			✓