



FAIRY & FAIRY ARTS FESTIVAL

Sponsorship Proposal 2026



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ABOUT THE FAIRY & ARTS FESTIVAL



The Fairy & Arts Festival is a celebration of Fairies and the Arts. The festival will have food, music, dance, theatrical performances, artisans, and literature exhibits that showcase traditional Celtic folklore and imaginary fairy lore. This family-friendly event encourages festival goers to dress as fairies, elves and other magical beings. Through an atmosphere of magic and enchantment attendees will have an opportunity to participate in interactive experiences that are fantasy themed and whimsical.

The mission of the festival is to raise funds for “Believe” Scholarships which will be awarded to three individuals who are pursuing education in Art, Music & Dance and Literature.

Highlights of the festival include a Fairy House Tour and an attempt to break the Guinness Book of World Record for the most people dressed as fairies in one location. From storytelling to fire twirling, the festival offers a day of fun for all.

FESTIVAL DATE & LOCATION:

- **Saturday, September 12th 2026** at Nonotuck Park in Easthampton, MA
- Attendee Demographic: Families
- Event Capacity: 3500 Festival Goers

PRIMARY SPONSORSHIP MARKETING CHANNELS:

- Festival Website: www.fairyandartsfestival.com
- Facebook Page Audience: <https://www.facebook.com/fairyfesteasthampton>

FAIRY & ARTS FESTIVAL SPONSORSHIP PACKAGES



Fairy Diamond Sponsor - 3 available

- Logo placement on all marketing materials
- Banner on Facebook
- Logo placement on festival program
- Family Pass of (6) VIP tickets
- 10x10 booth space only
- Slide Show – Billboard Marketing @ Festival Pre Show (Intermission Advertising, Post Show Balance of Festival Advertising)
- Press Release sole feature announcement of Sponsorship
- Feature on home page website
- T-Shirt Logo on Back
- Email newsletter blast advertising feature
- Logo on event map
- Logo on all directional signs and lawn signs in Easthampton
- Logo on Marketing Flyer placement bottom
- VIP Swag Bag Advertising Insert
- Advertising Placement on Main Tent Banner Sign



Fairy Gold Sponsor - 6 available

- 10x10 booth space only
- Slide Show – Billboard Marketing @ Festival Pre Show (Intermission Advertising, Post Show Balance of Festival Advertising)
- Family Pass of (6) VIP tickets
- Placement in at least one press release
- Feature on home page website
- Banner on Facebook
- Email newsletter blast advertising feature
- Logo on event map
- Logo on Marketing Flyer placement bottom
- Advertising Placement on Main Tent Banner Sign



FAIRY & ARTS FESTIVAL SPONSORSHIP PACKAGES

CONT.



Fairy Ruby Sponsor - 8 available

- Advertising Placement on Main Tent Banner Sign
- Social Media Sponsorship Announcement on Facebook & Instagram
- Feature on www.fairyandartsfestival.com
- Logo featured on event map
- Family Pass of tickets (4)
- Banner on Facebook
- Email newsletter blast advertising feature
- Placement in at least one press release
- VIP Swag Bag Advertising Insert



Fairy Quartz Sponsor - 12 available

- Social Media Sponsorship Announcement on Facebook & Instagram
- Feature on www.fairyandartsfestival.com
- Logo featured on event map
- Family Pass of tickets (4)
- VIP Swag Bag Advertising Insert



Fairy Friend Sponsor - Unlimited

- Social Media Sponsorship Announcement on Facebook & Instagram
- Feature on www.fairyandartsfestival.com
- A pair of tickets to festival



MORE WAYS TO GET INVOLVED

Our ultimate goal is to bring our community together to celebrate the arts and Fairy Culture. We want you there!

An event of this scale requires partnership and collaboration. There are many ways to contribute to the Fairy & Arts Festival through non-monetary means. We can accept in-kind donations of swag bag entries, art installations, volunteer hours, etc.



With your support, the Fairy & Arts Festival can be much more than an annual event. It is our intention to create even more fairy fun activities throughout Western Massachusetts and beyond.

We thank you kindly for taking the time to review our sponsorship opportunities and look forward to sharing this magical experience with you.

Please reach out to us as early as possible to secure your sponsorship placement.

With Sparkle & Fairy Dust,
The Fairy & Arts Festival Team