

♣ St. Patrick's Day Parade Association – 2021-22 ♣ Sponsorship Opportunities

Please consider one of the Sponsorship Packages below. For more information on how to become a sponsor, contact: Tom Newsham @ 989-450-3518 or newshamt@hotmail.com.

EMERALD SPONSOR - \$7,500 +

Parade Book: An **advertisement** (designed by your company) will be included in our **Parade Book (back cover; full page in color)**.

- Your company name and logo printed on:
 - **Parade Book (front page), Website, Facebook Page, All Publications**
- Your company name will be mentioned as the **Emerald Sponsor** in all news and media coverage of the parade, including live coverage by Bay TV. This is great exposure to at least 40,000 people showing your community support!
- Your company will receive:
 - **10 free tickets** to our **Annual Queen's Pageant**
(You will be recognized during the event.)
 - **10 free tickets** to our **Annual Irish Ceili**
(You will be recognized and presented with a plaque.)
 - **10 spots** in the VIP Area near the official St. Patrick's Day Parade Association trailer on Parade Day!
(Refreshments will be provided)
 - **5 Yard Signs** with your company name printed on them to display your parade support on your business property.

Parade

- A **banner** with your company's name and logo (provided by the St. Patrick's Day Parade Association) will be carried in the First Division of the parade.
- Your company may enter a float, company vehicles and/or have employees/family members walk in the parade; guaranteed placement in the first 25 entries (First Division).

POT OF GOLD SPONSOR - \$5,000

Parade Book: An **advertisement** (designed by your company) will be included in our **Parade Book (inside cover; full page in color)**.

- Your company name and logo printed on:
 - **Parade Book (inside), Website, Facebook Page, All Publications**
- Your company name will be mentioned as the **Pot of Gold Sponsor** in all news and media coverage of the parade, including live coverage by Bay TV. This is great exposure to at least 40,000 people showing your community support!
- Your company will receive:
 - **5 free tickets** to our **Annual Queen's Pageant**
(You will be recognized during the event.)
 - **5 free tickets** to our **Annual Irish Ceili**
(You will be recognized and presented with a plaque.)
 - **5 spots** in the VIP Area near the official St. Patrick's Day Parade Association trailer on Parade Day!
(Refreshments will be provided)
 - **3 Yard Signs** with your company name printed on them to display your parade support on your business property.

Parade

- A **banner** with your company's name and logo (provided by the St. Patrick's Day Parade Association) will be carried in the First Division of the parade.

- Your company may enter a float, company vehicles and/or have employees/family members walk in the parade; guaranteed placement in the first 25 entries (First Division).

SHAMROCK SPONSOR - \$2,000 (Includes the Sponsorship of a Pipe Band)

Parade Book: An **advertisement** (designed by your company) will be included in our Parade Book (full page).

- Your company name and logo printed on:
 - **Parade Book (inside), Website, Facebook Page, All Publications**
- Your company name will be mentioned as the Shamrock Sponsor in all news and media coverage of the parade, including live coverage by Bay TV. This is great exposure to at least 40,000 people showing your community support!
- Your company will receive:
 - **2 Yard Signs** with your company name printed on them to display your parade support on your business property.

Parade

- A **banner** with your company's name and logo (provided by the St. Patrick's Day Parade Association) will be carried in front of the Pipe Band sponsored.
- Your company may enter a float, company vehicles and/or have employees/family members walk in the parade; guaranteed placement in the first 25 entries (First Division).

FRIENDS OF ST. PATRICK SPONSOR - \$1,000

Parade Book: An **advertisement** (designed by your company) will be included in our Parade Book (half-page).

- Your company name and logo printed on:
 - **Parade Book (inside), Website, Facebook Page, All Publications**
- Your company name will be mentioned as the Friends of St. Patrick Sponsor in all news and media coverage of the parade, including live coverage by Bay TV. This is great exposure to at least 40,000 people showing your community support!
- Your company will receive:
- **1 Yard Sign** with your company name printed on it to display your parade support on your business property.

Parade

- A **banner** with your company's name and logo (provided by the St. Patrick's Day Parade Association) will be carried in the First Division of the parade.
- Your company may enter a float, company vehicles and/or have employees/family members walk in the parade; guaranteed placement in the first 25 entries (First Division).

ALL GREEN SPONSOR - \$500 (Includes the Sponsorship of 2 HIGH SCHOOL BANDS)

Parade Book: An **advertisement** (designed by your company) will be included in our Parade Book (business card size).

- Your company name and logo printed on:
 - **Parade Book (inside), Website, Facebook Page, All Publications**
- Your company name will be mentioned as the Friends of St. Patrick Sponsor in all news and media coverage of the parade, including live coverage by Bay TV. This is great exposure to at least 40,000 people showing your community support!
- Your company will receive:
- **1 Yard Sign** with your company name printed on it to display your parade support on your business property.

Parade

- A **banner** with your company's name and logo (provided by the St. Patrick's Day Parade Association) will be carried in front of the High School Bands sponsored.
- Your company may enter a float, company vehicles and/or have employees/family members walk in the parade; guaranteed placement in the first 25 entries (First Division).