

## ♣ St. Patrick's Day Parade Association – 2023 ♣ 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](mailto:newshamt@hotmail.com). Or go to: <https://www.stpatparadebaycity.org/> for more information.

### **EMERALD SPONSOR - \$7,500 + (this package has been claimed by Consumer Energy)**

### **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 Complimentary Tickets** to our **Annual Queen's Pageant**  
(You will be recognized during the event.)
  - **5 spots** in the VIP Area near the official St. Patrick's Day Parade Association trailer on Parade Day!  
(Refreshments will be provided)
  - **A Yard Sign** 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) for your organization to carry (unless you have your own you would prefer to use, 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; You will be assigned placement in the First Division.

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

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

- 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 our 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! The Parade is also streamed live throughout the United States.
- Your company will receive:
  - **A Yard Sign** with your company name printed on them to display your parade support on your business property.

#### **Parade**

- You will receive A **banner** with your company's name and logo (provided by the St. Patrick's Day Parade Association) that you can carry (you must provide carriers) assigned to lead 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 50 entries.

## **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 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**
  - Your company may enter a float, company vehicles and/or have employees/family members walk in the parade; guaranteed placement in the first 50 entries.

## **ALL GREEN SPONSOR - \$500 (Includes the Sponsorship of a HIGH SCHOOL BAND)**

**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) that you will be able to proudly display your support for our parade (you will need to provide carriers).
  - Your company may enter a float, company vehicles and/or have employees/family members walk in the parade; guaranteed placement in the first 50 entries.

**VISIT OUR WEB SITE: <https://www.stpatparadebaycity.org/> TO ENTER YOUR FLOAT.**