



York St. Patrick's Day Parade 2024 Sponsorship Opportunities

Presenting Sponsor - 1 Available

\$10,000

- All official parade mentions will include “presented by ____” at the end of the parade title.
- Judging stand tables will have the company logo printed on center table bunting (1-color)
- Company logo displayed on official parade “bucket brigade” float (full color)
- Opportunity to open or close the parade with a message from the company and acknowledgement during opening and closing ceremony of the parade
- Opportunity to speak during the official press conference
- Company logo and/or name displayed on website and included in email/social media blasts
- Opportunity to distribute branded materials to parade attendees in the square
- Opportunity for up to 3 float/vehicles in the parade (provided and driven by company) with preferred staging.
- Logo on the sleeve or at the top on the back of the parade t-shirt (1-color)
- Promotion during 2nd Annual “Halfway to St Paddy’s Day” event held in September (dependent on sponsor confirmation date - Aug 17 cut-off for full benefit of event)

Grand Marshal Sponsor - 1 Available

\$5,000

- Grand Marshal “sponsored by...” messaging when introducing or speaking about the Grand Marshal in official parade promotional materials.
- Opportunity to introduce the Grand Marshal during the official press conference
- Company messaging announced when Grand Marshal crosses the Continental Square during the parade
- Company logo prominently displayed on Grand Marshall vehicle (full color)
- Company logo displayed on official parade “bucket brigade” float (full color)
- Company logo or name listed on all promotional printed items and website
- Opportunity to distribute branded materials to parade attendees in the square
- Opportunity for a float in the parade (provided and driven by company) with preferred staging in section 1
- Logo on the back of the official parade t-shirt

After Party Sponsor - 1 Available

\$5,000

- Official sponsor of the York St. Patrick's Day After Party with “sponsored by” messaging whenever the after party is mentioned in official parade promotional materials.
- Logo on 1-side of 200 cold cups given away with signature drink by bar

- Signage at official after party including leading up to the parade
- Opportunity to establish a signature drink and food special with the venue
- Opportunity for a float in the parade (provided and driven by company) with preferred staging in section 1
- Logo on the back of the official parade t-shirt

Kidzone Sponsor - 1 Available

\$3,500

- Kidzone will include Bounce house, face painting, fun photo opportunities, giveaways
- Banner and vendor booth spot in the official kidzone area (provided by company) At the corner of Continental Square - in front of Iron Horse
- Logo on the back of official parade t-shirt
- Name and logo on event website
- Acknowledgement during opening ceremony of the parade
- Opportunity for a float in the parade (provided and driven by company) with preferred staging in section 1
- Logo on the back of the official parade t-shirt

Bronze Sponsor - 10 Available

\$2,500

- Opportunity for a float in the parade (provided and driven by company)
- Company logo displayed on the official parade "bucket brigade" float
- Logo on event website
- Acknowledgement during opening ceremony of the parade
- Opportunity to distribute branded materials to parade attendees along the parade route between Beaver and George St.
- Name on the back of official parade t-shirt
- Opportunity for a float in the parade (provided and driven by company) with preferred staging in section 1
- Logo on the back of the official parade t-shirt

Community Sponsor - 10 Available

\$1,000

- Individual band or dance troop sponsor with banner leading the group (banner held by company)
- Acknowledgement during the parade
- Name on event website
- Opportunity for a float in the parade (provided and driven by company) with preferred staging in section 1
- Name on the back of the official parade t-shirt

Friend of the Parade - 10 Available

\$500

- Acknowledgement during the parade
- Name on event website
- Opportunity for a float in the parade (provided and driven by company) with preferred staging in section 1
- Sponsorships at this level will cover the entry fee of two or more non-profits entering the parade

Non-Profit Sponsorships - Free

Opportunity for float or single vehicle and walkers - sponsored by Friend of the Parade sponsorships

For non-sponsoring businesses: \$100 includes walkers, \$200 includes walkers and 1 vehicle (includes trailer for float) with \$50 per additional vehicle that cannot be driven side-by-side.

Media Sponsors - Free entry into parade, logo/name on website - parade promotion by means of at least three mentions/story highlights leading up to the day of the parade

Sponsorships and Float Entries for parade - all entries for consideration are due to the parade committee by February 16, 2024. Full benefit of sponsorship recommended by January 1, 2024. Notification of entry will be granted by February 24, 2024. The parade committee reserves the right to grant or deny entry into the parade based off entrant's proposal and overall benefits to the spirit of the parade.

SPONSORSHIP DETAILS:

Organization Name Address

Contact Name Title Phone

Contact Email Preferred Contact Method - Phone or Email

Sponsorship Level