



St. Patrick's Day Parade Event Partnership Opportunities

DTSB's St. Patrick's Day Parade is a celebration of the Irish culture in our community. This annual event draws in thousands of people around the region to watch dozens of green/Irish-themed floats, vehicles, bands, and walking units parade down Jefferson Boulevard. Immediately following the parade spectators gather at the East Race where we dye the water a bright Kelly green!

Sponsorship Levels	Presenting	Visionary	Champion	Ambassador
	\$3,000 \$8,000 Promotional Value	\$2,000 \$6,000 Promotional Value	\$1,000 \$4,000 Promotional Value	\$500 \$2,000 Promotional Value
Appearance on Printed Materials				
Posters	✓	✓	✓	✓
Yard Signs*	✓			
Appearance in Media Advertising				
Press Releases	✓	✓	✓	✓
Appearance in Online Advertising				
St. Patrick's Parade Website Page	✓	✓	✓	✓
Facebook Event Page	✓	✓		
On-site Presence				
Opportunity for booth in high traffic area	✓	✓	✓	✓
Company banner displayed at event	✓	✓	✓	
Opportunity to distribute materials	✓	✓	✓	
DTSB provides tent, table, and chairs for booth	✓			
Opportunity to address crowd via microphone	✓			
Business featured on Facebook	✓	✓	✓	✓
Extra Opportunities				
Verbal recognition by MC at event	✓	✓	✓	✓
Naming rights: official presenting sponsor of St. Patrick's Parade	✓			
Your choice of available naming rights		✓		

Parade-related posts generated 72,300 reach and 3,978 engagement last year

Parade-related website pages generated 3,730 page views and 3,212 site sessions last year

*Yard signs seen by 10,000 people on Jefferson Blvd. daily

Parade attendance of over 4,000 annually