



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