

# YORK Saint Patrick's Day PARADE

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**34th Annual Parade to be held  
Saturday, March 11, 2017**



The 34th Annual York Saint Patrick's Day Parade will feature approximately 100 units on a route along Market Street from Penn to Duke Streets. This celebration of Celtic heritage is organized by the York Saint Patrick's Day Parade Committee, an all-volunteer, not-for-profit organization, and draws an estimated 10,000 people into the downtown area. **We offer a variety of marketing opportunities to help underwrite this family-friendly community event.**

Related special events before and after the parade are also planned for many locations, including:

- children's activities at Continental Square
- Irish dance performances at several different downtown venues
- a variety of promotions at area restaurants and merchants

White Rose Community Television (Comcast Channel 18) will again broadcast the parade live, with periodic rebroadcasts throughout the year. The footage will also be available online as a Video On Demand at [www.WRCTV.tv](http://www.WRCTV.tv), making the event — and exposure for our sponsors — available to an unlimited number of viewers.

## **FOR MORE INFORMATION:**

[www.YorkSaintPatricksDayParade.org](http://www.YorkSaintPatricksDayParade.org)

(717) 578-0146 • [YorkStPatParade@gmail.com](mailto:YorkStPatParade@gmail.com)

[Facebook.com/YorkStPatParade](https://www.facebook.com/YorkStPatParade) • [Twitter: @YorkStPatParade](https://twitter.com/YorkStPatParade)

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34th Annual Parade to be held Saturday, March 11, 2017

## MARKETING OPPORTUNITIES AVAILABLE

### shamrock sponsor

**\$2,000 one-year commitment or \$1,500 per year for three-year commitment**

**Shamrock Sponsors receive preferred placement in the parade, plus the following benefits:**

- Logo on parade promotional postcards, posters and website (with link)
- Acknowledgement at January press conference, at Continental Square on parade day, and on Facebook and Twitter
- Name included in event press releases
- Logo on event programs distributed along the parade route and at events throughout the year, and posted online
- A banner with sponsor's logo carried in the parade (parade committee will produce)
- Opportunity to provide a parade judge at the reviewing stand
- Additional marketing opportunity/exposure tailored specifically to sponsor (to be determined, with input from sponsor)

### band sponsor

**\$1,000 one-year commitment or \$800 per year for three-year commitment**

**Band Sponsors receive preferred placement in the parade, plus the following benefits:**

- Logo on promotional postcards, posters and website (with link)
- Acknowledgement at January press conference, at Continental Square on parade day, and on Facebook and Twitter
- Name included in event press releases
- Logo on event programs distributed along the parade route and at events throughout the year, and posted online
- A banner with sponsor's logo carried in the parade (parade committee will produce)
- Opportunity to provide a parade judge at the reviewing stand

### IRISH dance sponsor

**\$500 one-year commitment or \$400 per year for three-year commitment**

**Dance Sponsors receive preferred placement in the parade, plus the following benefits:**

- Logo on promotional postcards, posters and website
- Acknowledgement at January press conference, at Continental Square on parade day, and on Facebook and Twitter
- Name included in event press releases pertaining to Irish dance performances
- Logo on event programs distributed along the parade route and at events throughout the year, and posted online
- Logo on signage at all Irish dance performance locations (several downtown locations)

### leprechaun sponsor

**\$300 one-year commitment or \$250 per year for three-year commitment**

**Leprechaun Sponsors receive preferred placement in the parade, plus the following benefits:**

- Name on promotional posters, website, and event programs distributed along parade route
- Acknowledgement at January press conference, at Continental Square on parade day, and on Facebook and Twitter

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## SPONSORSHIP PLEDGE / ADVERTISING COMMITMENT

shamrock sponsor

\$2,000 one-year commitment

OR

\$1,500 per year for three-year commitment

band sponsor

\$1,000 one-year commitment

OR

\$800 per year for three-year commitment

irish dance sponsor

\$500 one-year commitment

OR

\$400 per year for three-year commitment

leprechaun sponsor

\$300 one-year commitment

OR

\$250 per year for three-year commitment

How do you wish to be listed in materials? \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Telephone Number \_\_\_\_\_ Email Address \_\_\_\_\_

Would you like to send a group from your business to walk or ride in the parade? \_\_\_\_\_

Would you like a supply of parade promotional materials for your business? If so, how many?

Postcards \_\_\_\_\_

Posters \_\_\_\_\_

*We will personalize posters with just  
YOUR logo for your location(s) if a  
competitor is also a sponsor*

A check payable to York Saint Patrick's Day Parade is enclosed.

A check payable to York Saint Patrick's Day Parade is being mailed.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Fax pledge sheet to (717) 854-6585 or mail to: York Saint Patrick's Day Parade  
PO Box 1043  
York PA 17405-1043

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Please note: **Sponsorship funds are non-refundable**, as many parade-related expenses are incurred prior to the event date. The parade is a rain or shine event, and would only be canceled in the event of severely-inclement weather where safety becomes a concern. All related indoor events (such as Irish dance performances) will proceed as planned.