

YORK Saint Patrick's Day PARADE

PO Box 1043 • York PA 17405-1043 • YorkStPatParade@gmail.com
cell: 717-578-0146 • fax: 717-854-6585 • www.YorkSaintPatricksDayParade.org

**35th Annual Parade to be held
Saturday, March 17, 2018**



The 35th 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, making the event — and exposure for our sponsors — available to an unlimited number of viewers.

FOR MORE INFORMATION:

www.YorkSaintPatricksDayParade.org

(717) 578-0146 • YorkStPatParade@gmail.com

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

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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 (subject to print deadlines)
- 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 (subject to print deadlines)
- 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 (subject to print deadlines)
- 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. Some related indoor events (such as Irish dance performances) may proceed as planned.