

St. Patrick's Day Parade

GREATER NEW HAVEN, CONNECTICUT



SPONSORSHIP
OPPORTUNITIES
— 2 0 1 7 —



2017 SPONSORSHIP OPPORTUNITIES

ABOUT THE PARADE

The Greater New Haven St. Patrick's Day Parade is the 6th oldest St. Patrick's Day Parade in the United States. The 1st New Haven St. Patrick's Day parade stepped off 1842. 2017 will mark the 175th anniversary of the first New Haven St. Patrick's Day Parade in 1956. Our community has grown, our cultural complexion has changed and the parade has stayed constant and relevant. Popular for young and old alike, parade day draws over 325,000 spectators to New Haven's city streets along the parade route, and is considered Connecticut's largest single day spectator event. With the support of Fox61, viewing is not limited to those who are able to attend in person. Fox61 broadcasts the parade live with a rebroadcast on St. Patrick's Day. Fox61 highlights our parade leading up to the parade with television features, magazine articles and employs multimedia exposure. Local newspapers and their websites, as well as radio stations, announce and feature our Grand Marshal, the parade and parade supporting events. The parade committee, formally known as the Associated Irish Societies, is a volunteer, charitable organization with 501(c)(3) status, making sponsorship and funding tax deductible and is recognized by the Community Foundation of Greater New Haven in their vision of a stronger community. Parade day brings over 3,000 multicultural marchers from the New Haven area, Connecticut and surrounding states to participate in a family friendly event free to the public. Through tourism and consumerism, the parade generates 2 million dollars for local businesses.

Sponsorship opportunities are available for participation and to showcase your business brand on parade day or at one of our signature events. Help us continue the parade tradition! **Join us on Sunday, March 12, 2017.**

PARADE DAY

Take advantage of the up to 325,000 spectators in downtown New Haven on Parade Day with onsite signage in parade and around the downtown New Haven area on Parade Day.

- Tri-color flag with company name along the Parade route the impressive flags of orange, white and green, the colors of the National Flag of Ireland, displaying your company logo, hang from light poles along the Parade route of Chapel and Church Streets
- Sponsor banner at reviewing stand and on Chapel Street sponsor banner prominently displaying your business logo will be on display at the reviewing stand, in front of New Haven City Hall, and on Chapel Street across from the Fox61 broadcast booth
- Marching Unit in the Parade
- Marching Unit Division Banner with company name or logo leading an entire division & carried by your company representative
- Digital & social media for the Parade
- Specialty booth manned by your company personnel
- Live television broadcast of parade on Fox61 affiliate channel

FAMILY FUN ZONE

Our community partnership with the Town Green District allows us to offer the **Family Fun Zone** as a free event for spectator families from 11:30 a.m. – 2:00 p.m. on the New Haven Green. Families waiting for the parade will enjoy entertainment and activities for children including New Haven Parks & Recreation's New Haven Activity Bus. The **Family Fun Zone** offers family friendly portable bathrooms and is in close proximity to a stroller friendly designated family viewing zone located on Church Street. The **Family Fun Zone** provides unique opportunity for an onsite booth, tent or table with company signage and opportunities for your company staff to distribute your product or branded promotional items to the spectator foot traffic.

PARADE WEBSITE

Our parade website, www.stpatricksdaysparade.org receives over 80,000 hits a year. Place your business/company logo on our site, with a link to your business website. (Logos & links appear on website from sponsorship commitment date through December of parade year.)





PARADE BALL

The Greater New Haven St. Patrick's Day parade ball is held annually to honor the Grand Marshal and other award recipients. Approximately 600 attendees include members of the Parade Committee, local business owners, elected officials and invited dignitaries. This season's ball will take place at Anthony's Oceanview in New Haven on Friday, February 24, 2017. Opportunities for brand exposure in conjunction with this event include:

- Program Book Ad distributed to all attendees
- Business logo on onsite banner
- Business logo included on all Ball promotional materials

SHAMROCK OPEN GOLF TOURNAMENT

The Annual Shamrock Open Golf Tournament will be held at the historic Course at Yale in New Haven on Monday, June 12th, 2017. Opportunities for brand exposure in conjunction with this event include:

- Business logo on Tee sign
- Business banner displayed at lunch or dinner
- Cart signage
- Tournament gift sponsorship
- Business banner displayed at event
- Golf Tournament Participation

PARADE AWARDS AND AWARDS CEREMONY

The parade marching unit participants are judged by an independent panel from the Northeast Judging Association who select outstanding units based on performance. Following the parade, an awards ceremony is held to honor the Parade Award winners. Personalized awards, sponsored by businesses or individuals, are presented by the sponsor to the award recipient, and the award presentation is photographed. Opportunities for business brand exposure at the awards ceremony are:

- Parade awards are keepsakes engraved with name of sponsor
- Opportunity to present sponsored award in person and be photographed with recipient
- Business banner at awards ceremony
- Business logo included on invitation and any informational flyers

FOX MEDIA EXPOSURE

On Parade Day, a Fox 61 affiliate channel broadcasts the parade live from 2:00 p.m. - 4:00 p.m., with a rebroadcast on St. Patrick's Day, March 17th. Our partnership with Fox61 allows us to offer discounted corporate sponsors additional customized media advertising opportunities.



2017 PARADE SPONSORSHIP

EMERALD \$5,000

♣ Marching Unit participation in 2017 Greater New Haven St. Patrick's Day Parade on Sunday, March 12, 2017. ♣ An official sponsorship banner featuring your company logo will be used to lead an entire marching division, carried by your company representatives. ♣ Your business logo will prominently display on an onsite banner above the Reviewing Stand and on Chapel Street on Parade Day. ♣ Your company logo will adorn one of the impressive tri-color flags that hang from the light poles along the Parade route. ♣ Family friendly VIP seating for your company employees and their families. ♣ Six tickets to the Greater New Haven St. Patrick's Day Parade Ball Parade Ball on Friday, February 24, 2017. ♣ Full page ad in the St. Patrick's Day Parade Ball Program book distributed to all ball attendees. ♣ Foursome at the 2017 Shamrock Open Golf Tournament. ♣ Tee sign for your company displayed at the Shamrock Open Golf Tournament. ♣ Your company logo on the Greater New Haven St. Patrick's Day Parade website sponsorship page, and a link to your company website. ♣ Sponsor of a Parade Award. ♣ Opportunity to attend Parade Awards Banquet and present Parade Award to recipient.

FAMILY FUN ZONE TITLE \$5,000

♣ Title sponsorship for 2017 Family Fun Zone: Business name will be associated with 2017 Family Fun Zone ♣ Business name logo will appear on 2017 Family Fun Zone maps and informational ads ♣ Business logo with link to business website will appear on www.stpatricksdaysparade.org website ♣ Family Fun Zone promotions will appear on Greater New Haven St. Patrick's Day Parade Facebook page ♣ Twitter feeds during week leading up to parade & on parade day ♣ Business Name as title sponsor on 2017 Family Fun Zone Banner ♣ Opportunity to setup company supplied onsite booth or tent with company signage ♣ Opportunity for your company staff to distribute company product or branded promotional items to the spectator foot traffic ♣ VIP grandstand passes.

CRYSTAL \$3,000

♣ Marching Unit participation in 2017 Greater New Haven St. Patrick's Day Parade on Sunday, March 12, 2017. ♣ Your business logo will prominently display on an onsite banner above the Reviewing Stand and on Chapel Street on Parade Day. ♣ Your company logo will adorn one of the impressive tri-color flags that hang from the light poles along the Parade route. ♣ Family friendly VIP seating for your company employees and their families. ♣ Four tickets to the Greater New Haven St. Patrick's Day Parade Ball Parade Ball on Friday, February 24, 2017. ♣ Full page ad in the St. Patrick's Day Parade Ball Program book distributed to all ball attendees. ♣ Twosome at the 2017 Shamrock Open Golf Tournament and a tee sign for your company. ♣ Your company logo on the Greater New Haven St. Patrick's Day Parade website sponsorship page, and a link to your company website.

SHAMROCK \$1,500

♣ Your business logo will prominently display on an onsite banner above the Reviewing Stand and on Chapel Street. ♣ Your company logo will adorn one of the impressive tri-color flags that hang from the light poles along the Parade route. ♣ Family friendly VIP seating for your company employees and their families. ♣ Two tickets to the Greater New Haven St. Patrick's Day Parade Ball Parade Ball on Friday, February 24, 2017. ♣ Full page ad in the St. Patrick's Day Parade Ball Program book distributed to all ball attendees. ♣ Tee sign for your company displayed at the 2017 Shamrock Open Golf Tournament. ♣ Your company logo on the Greater New Haven St. Patrick's Day Parade website sponsorship page, and a link to your company website.

CLADDAGH \$500

♣ The St. Patrick's Day Parade Ball Program book will display your company's full page ad in the St. Patrick's Day Parade Ball Program book distributed to all ball attendees. ♣ Family friendly VIP seating for your company employees and their families. ♣ Tee sign for your company displayed at the 2017 Shamrock Open Golf Tournament.

FAMILY FUN ZONE ONSITE \$500

♣ Opportunity to setup company supplied onsite booth, tent or table with company signage in Family Fun Zone on New Haven Green. ♣ Opportunities for your company staff to distribute company product or branded promotional items to the spectator foot traffic in the Family Fun Zone designated area. ♣ Business listing as 2017 Family Fun Zone vendor on www.stpatricksdaysparade.org ♣ VIP grandstand passes.

NEW HAVEN BED RACE 2017 SPONSORSHIP OPPORTUNITIES RANGING FROM \$100 TO \$5000

In the Fall of 2017 the New Haven Bed Race returns to the New Haven Green. Teams race decorated beds on Church Street. Winning beds will appear in the 2018 Greater New Haven St. Patrick's Day Parade. Race profits are shared with a deserving local charity.



SIGNATURE EVENT SPONSORSHIP

PARADE BALL SPONSOR \$5,000

♣ Ten tickets to the Greater New Haven St. Patrick's Day Parade Ball on Friday, February 24, 2017 at Anthony's Oceanview. ♣ Your company logo will be prominently displayed on a banner at the Parade Ball. ♣ Opportunity to present Parade Ball Award to recipient with photo opportunities. ♣ Inside cover /Full page ad in the St. Patrick's Day Parade Ball Program book distributed to all attendees. (Availability depends on timeline of commitment.) ♣ Family friendly VIP seating on parade day for your company employees and their families. ♣ Your company logo on the Greater New Haven St. Patrick's Day Parade website sponsorship page, and a link to your company website.

SHAMROCK OPEN GOLF TOURNAMENT \$2,500 Yale

♣ Foursome in the 2017 Shamrock Open Golf Tournament on Monday, June 12, 2017 at the Course at Yale. ♣ Business logo on cart signage. ♣ Business banner displayed at Shamrock Open Golf Tournament. ♣ Business banner displayed at Shamrock Open Buffet Dinner. ♣ Tee sign with company logo at 2017 Shamrock Open Golf Tournament. ♣ Full page ad in the St. Patrick's Day Parade Ball Program book distributed to all attendees. ♣ Family friendly VIP seating on parade day for your company employees and their families. ♣ Your company logo on the Greater New Haven St. Patrick's Day Parade website sponsorship page, and a link to your company website. ♣ Your business logo will prominently display on an onsite banner above the Reviewing Stand and on Chapel Street on Parade Day. ♣ Your company logo will adorn one of the impressive tri-color flags that hang from the light poles along the Parade route.

PARADE AWARD AND AWARD CEREMONY SPONSOR \$1000

♣ Sponsor of a Parade Award. ♣ Opportunity to attend Parade Awards Banquet and present Parade Award to recipient with photo opportunities. ♣ Business banner at Parade Awards Ceremony. ♣ Business logo on Parade Awards flyer and letters. ♣ Family friendly VIP seating on parade day for your company employees and their families. ♣ Business logo with link to business website will appear on www.stpatricksdayparade.org website

Sponsorship opportunities are customizable to match with your business preferences. Please contact corporate@stpatricksdayparade.org or Bernadette Canning at 203-444-4406.

Parade and ball package deadlines are February 17, 2017. Parade Award sponsorship deadline date is March 31, 2017.

WE ARE A CHARITABLE ORGANIZATION WITH 501(C)(3) STATUS.

2017 PARADE OFFICERS

Grand Marshal, Clifford W. Lynch, Jr.

Chairperson, Patrick J. Smith

Secretary, Courtney Lundgren Connors

Chief of Staff, Seamus F. Bohan

Executive Chairman, Coleman W. Walsh, Jr.

Executive Secretary, Mary Lyng Malenda

Parade Coordinator, Monica Canning-Ball

















































Treasurer, Kathleen H. Bowery

Mailing address: Associated Irish Societies, P.O. Box 9078, New Haven, CT 06532

www.stpatricksdayparade.org



2017 SPONSORSHIP OPPORTUNITIES

Sponsorship Opportunities	Emerald	Crystal	Family Fun Zone	Shamrock	Claddagh	Corporate Ball Sponsor	Corporate Golf	Corp. Parade Award Sponsor
	\$5,000	\$3,000	\$5,000	\$1,500	\$500	\$5,000	\$2,500	\$1,000
Business Logo on Parade Onsite Banner								
Parade Division Banner								
Marching Unit in Parade								
Tri-Color Light Pole Flag								
Family Fun Zone Onsite Opportunities								
Family Friendly VIP seating								
Parade Ball Tickets	6	4		2		10		
Business Logo on Parade Ball Promotion								
Business Logo on Parade Ball Banner								
Presentation to Ball Honoree								
Parade Ball Program Book-- Inside Cover								
Parade Ball Program Book Ad								
Parade Award Sponsor								
Parade Award Dinner Presentation								
Parade Award Dinner Business Banner								
Shamrock Open Golf Tournament Tee Sign								
Shamrock Open Golf Tournament Entry	4	2					4	
Shamrock Open Golf Tournament Cart Signage								
Shamrock Open Golf Tournament Banquet Business Banner								
Logo & Link on Parade Website								



THANK YOU TO OUR 2016 CORPORATE SPONSORS



The design & printing of this package was done in full by volunteers for the St. Patrick's Day Parade Committee. Photographs are credited to William O'Brien, Colleen Hines & Hartford Courant.

STPATRICKSDAYPARADE.ORG

