

St. Patrick's Day Parade

GREATER NEW HAVEN, CONNECTICUT



2024 Corporate Sponsorship Opportunities



Thank you for your invaluable sponsorship

The Associated Irish Societies is an IRS recognized
501 (c)(3) non-profit organization



The Greater New Haven St. Patrick's Day Parade!

Sunday - March 10th - 1:30 PM

location: downtown - New Haven

www.stpatricksdayparade.org

Connecticut's largest, free to the public, single day spectator event



Parade By The Numbers

6th *Oldest parade in the United States*

3,000 Participants each year

97,000 **WTNH Viewers**

110,000 Social Media Hits

350,000 **Spectators Parade Day**

\$2,000,000 **Est.Revenue** For New Haven & Local Businesses

Photo courtesy of Chad Lyons



Photo courtesy of Chad Lyons

Official Parade Sponsor \$5,000

- AN OFFICIAL SPONSORSHIP BANNER FEATURING YOUR COMPANY LOGO LEADING AN ENTIRE MARCHING DIVISION, CARRIED BY YOUR COMPANY REPRESENTATIVES
- MARCHING UNIT PARTICIPATION IN 2024 GREATER NEW HAVEN ST. PATRICK'S DAY PARADE ON SUNDAY, MARCH 10, 2024
- FOURSOME AT THE 2024 SHAMROCK OPEN GOLF TOURNAMENT
- FOUR TICKETS TO PARADE BALL ON SATURDAY, MARCH 2, 2024
- FULL PAGE AD IN GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL PROGRAM DISTRIBUTED AT BALL
- BUSINESS LOGO INCLUDED IN POWERPOINT PRESENTATION AT GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL ON MARCH 2, 2024 WITH APPROXIMATELY 500 IN ATTENDANCE
- PARADE AWARD PRESENTED AT PARADE ANNUAL AWARDS CEREMONY
- YOUR COMPANY LOGO WILL ADORN ONE OF THE IMPRESSIVE TRI-COLOR FLAGS THAT HANG FROM THE LIGHT POLES ALONG THE PARADE ROUTE
- TEE SIGN WITH COMPANY LOGO AT 2024 SHAMROCK OPEN GOLF TOURNAMENT
- FAMILY FRIENDLY VIP SEATING ON PARADE DAY FOR YOUR COMPANY EMPLOYEES & FAMILIES
- YOUR COMPANY LOGO & LINK TO WEBSITE HIGHLIGHTED ON THE PARADE WEBSITE AND SOCIAL MEDIA PAGES
- YOUR BUSINESS LOGO PROMINENTLY DISPLAYED ON AN ONSITE BANNER ABOVE THE REVIEWING STAND ON PARADE DAY



Photo courtesy of William O'Brien

Official Division Sponsor \$3,500

- AN OFFICIAL SPONSORSHIP BANNER FEATURING YOUR COMPANY LOGO LEADING AN ENTIRE MARCHING DIVISION, CARRIED BY YOUR COMPANY REPRESENTATIVES
- MARCHING UNIT PARTICIPATION IN 2024 GREATER NEW HAVEN ST. PATRICK'S DAY PARADE ON SUNDAY, MARCH 10, 2024
- CHOICE OF EITHER: TWOSOME AT THE 2024 SHAMROCK OPEN GOLF TOURNAMENT OR TWO TICKETS TO PARADE BALL ON MARCH 2, 2024
- TEE SIGN WITH COMPANY LOGO AT 2024 SHAMROCK OPEN GOLF TOURNAMENT
- FULL PAGE AD IN GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL PROGRAM DISTRIBUTED AT BALL
- BUSINESS LOGO INCLUDED IN POWERPOINT PRESENTATION AT GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL ON MARCH 2, 2024 WITH APPROXIMATELY 500 IN ATTENDANCE
- YOUR COMPANY LOGO WILL ADORN ONE OF THE IMPRESSIVE TRI-COLOR FLAGS THAT HANG FROM THE LIGHT POLES ALONG THE PARADE ROUTE
- YOUR COMPANY LOGO HIGHLIGHTED ON GREATER NEW HAVEN ST. PATRICK'S DAY PARADE SOCIAL MEDIA PAGES
- FAMILY FRIENDLY VIP SEATING ON PARADE DAY FOR YOUR COMPANY EMPLOYEES & FAMILIES
- YOUR COMPANY LOGO & LINK TO WEBSITE HIGHLIGHTED ON THE GREATER NEW HAVEN ST. PATRICK'S DAY PARADE WEBSITE
- YOUR BUSINESS LOGO PROMINENTLY DISPLAYED ON AN ONSITE BANNER ABOVE THE REVIEWING STAND ON PARADE DAY



Photo courtesy of Chad Lyons

Official Golf Sponsor \$3,000

- AN OFFICIAL SPONSOR OF THE 2024 SHAMROCK OPEN GOLF TOURNAMENT
- FOURSOME IN THE 2024 SHAMROCK OPEN GOLF TOURNAMENT IN JUNE 2024
- TEE SIGN WITH COMPANY LOGO AT 2024 SHAMROCK OPEN GOLF TOURNAMENT
- BUSINESS LOGO ON CART SIGNAGE
- BUSINESS BANNER DISPLAYED AT SHAMROCK OPEN GOLF TOURNAMENT
- BUSINESS BANNER DISPLAYED AT GOLF TOURNAMENT BUFFET DINNER
- YOUR COMPANY LOGO & LINK TO WEBSITE HIGHLIGHTED ON THE GREATER NEW HAVEN ST. PATRICK'S DAY PARADE WEBSITE
- FULL PAGE AD IN GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL PROGRAM DISTRIBUTED AT BALL
- BUSINESS LOGO INCLUDED IN POWERPOINT PRESENTATION AT GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL ON MARCH 2, 2024 WITH APPROXIMATELY 500 IN ATTENDANCE
- YOUR COMPANY LOGO HIGHLIGHTED ON GREATER NEW HAVEN ST. PATRICK'S DAY PARADE SOCIAL MEDIA PAGES
- YOUR COMPANY LOGO WILL ADORN ONE OF THE IMPRESSIVE TRI-COLOR FLAGS THAT HANG FROM THE LIGHT POLES ALONG THE PARADE ROUTE
- YOUR BUSINESS LOGO PROMINENTLY DISPLAYED ON AN ONSITE BANNER ABOVE THE REVIEWING STAND ON PARADE DAY
- FAMILY FRIENDLY VIP SEATING ON PARADE DAY FOR YOUR COMPANY EMPLOYEES & FAMILIES



Photo courtesy of Chad Lyons

Event Sponsor

\$2,000

- TITLE SPONSOR FOR ONE OF THE 2023-2024 PARADE EVENTS WITH CUSTOMIZED SPONSORSHIP PACKAGE
- HALF PAGE AD IN GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL PROGRAM DISTRIBUTED AT BALL ON MARCH 2, 2024 WITH APPROXIMATELY 500 IN ATTENDANCE
- BUSINESS LOGO INCLUDED IN POWERPOINT PRESENTATION AT GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL
- FAMILY FRIENDLY VIP SEATING ON PARADE DAY FOR YOUR COMPANY EMPLOYEES & FAMILIES
- YOUR COMPANY LOGO & LINK TO WEBSITE HIGHLIGHTED ON THE GREATER NEW HAVEN ST. PATRICK'S DAY PARADE WEBSITE
- YOUR COMPANY LOGO HIGHLIGHTED ON GREATER NEW HAVEN ST. PATRICK'S DAY PARADE SOCIAL MEDIA PAGES

Shamrock Sponsor

\$1,500

- YOUR CHOICE OF TWO (2) TICKETS TO PARADE BALL TO BE HELD ON MARCH 2, 2024 OR TWO-SOME IN THE ANNUAL SHAMROCK OPEN GOLF TOURNAMENT IN JUNE 2024
- TEE SIGN WITH COMPANY LOGO AT 2024 SHAMROCK OPEN GOLF TOURNAMENT
- FULL PAGE AD IN GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL PROGRAM DISTRIBUTED AT PARADE BALL ON MARCH 2, 2024 WITH APPROXIMATELY 500 IN ATTENDANCE
- YOUR COMPANY LOGO WILL ADORN ONE OF THE IMPRESSIVE TRI-COLOR FLAGS THAT HANG FROM THE LIGHT POLES ALONG THE PARADE ROUTE
- BUSINESS LOGO INCLUDED IN POWERPOINT PRESENTATION AT GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL



Photo courtesy of Chad Lyons

IN ADDITION...

- FAMILY FRIENDLY VIP SEATING ON PARADE DAY FOR YOUR COMPANY EMPLOYEES & FAMILIES
- YOUR COMPANY LOGO & LINK TO WEBSITE HIGHLIGHTED ON THE GREATER NEW HAVEN ST. PATRICK'S DAY PARADE WEBSITE
- YOUR COMPANY LOGO HIGHLIGHTED ON GREATER NEW HAVEN ST. PATRICK'S DAY PARADE SOCIAL MEDIA PAGES
- YOUR BUSINESS LOGO PROMINENTLY DISPLAYED ON AN ONSITE BANNER ABOVE THE REVIEWING STAND ON PARADE DAY

Harp Sponsor \$500

- FULL PAGE AD IN GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL PROGRAM DISTRIBUTED AT PARADE BALL ON MARCH 2, 2024 WITH APPROXIMATELY 500 IN ATTENDANCE
- BUSINESS LOGO IN GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL PROGRAM DISTRIBUTED AT PARADE BALL
- BUSINESS LOGO INCLUDED IN POWERPOINT PRESENTATION AT GREATER NEW HAVEN ST. PATRICK'S DAY PARADE BALL ON MARCH 2, 2024 WITH APPROXIMATELY 500 IN ATTENDANCE



Photos courtesy of Chad Lyons

IN ADDITION...

- FAMILY FRIENDLY VIP SEATING ON PARADE DAY FOR YOUR COMPANY EMPLOYEES & FAMILIES
- YOUR COMPANY LOGO & LINK TO WEBSITE HIGHLIGHTED ON THE GREATER NEW HAVEN ST. PATRICK'S DAY PARADE WEBSITE
- YOUR COMPANY LOGO HIGHLIGHTED ON GREATER NEW HAVEN ST. PATRICK'S DAY PARADE SOCIAL MEDIA PAGES
- YOUR BUSINESS LOGO PROMINENTLY DISPLAYED ON AN ONSITE BANNER ABOVE THE REVIEWING STAND ON PARADE DAY

Sponsorship opportunities are available for parade day participation and to showcase your business brand at one of our signature events.

Let us customize a package for your business.

2024 Parade Officers & Information

MAILING ADDRESS: Associated Irish Societies
P.O. Box 9078 New Haven, CT 06532



WEB SITE: www.stpatricksdayparade.org

SPONSORSHIP CONTACT:

Corporate Committee

Catherine Hopkins Zaneski 203-314-3206

Holly Bryk 203-676-3603

email: corporate@stpatricksdayparade.org



Michael dePascale, Fiona Stewart-Jimenez, Cathleen Steinau Buckheit, Bernadette Canning

Parade Officers

Thank you
for your
invaluable
sponsorship

Bernadette Canning	2024 Grand Marshal
Cathleen Steinau-Buckheit	Chairman
Fiona Stewart-Jimenez	Secretary
Michael dePascale	Chief of Staff
Patrick Smith	Coordinator
Ann Cotter Ballard	Treasurer
Bernadette Smyth Lafrance	Executive Secretary
James McGovern	Executive Chairman

www.stpatricksdayparade.org @nhvparade #nhvparade

2024 Sponsorship Contract

St. Patrick's Day Parade GREATER NEW HAVEN, CONNECTICUT

_____ agrees to sponsor the 2024 Greater New Haven St. Patrick's Day Parade

- The Associated Irish Societies is an IRS recognized nonprofit charitable organization with 501(c)(3) status

PARADE SPONSORSHIP PACKAGES

Official Sponsor	Division	Golf	Event	Shamrock	Harp	Custom
\$5,000	\$3,500	\$3,000	\$2,000	\$1,500	\$500	

PLEASE INITIAL THE BOX WITH YOUR CHOICE OF SPONSORSHIP LEVEL

An invoice & receipt will be provided to your company stating the details of the sponsorship that has been selected, including any customized agreements for your records.
Ball ad deadline is February 2, 2024.



Payment: Make checks payable to **Associated Irish Irish Societies** or pay online using QR code

Agreed to: _____

Authorized signature: _____

Company contact name: _____

Company contact phone: _____

Company contact email: _____

Please submit contracts, payments or questions to:

Corporate Committee
Catherine Hopkins Zaneski 203-314-3206
Holly Bryk 203-676-3603
PO BOX 9078 New Haven, CT 06532
corporate@stpatricksdaysparade.org



Thank you for becoming a 2024 sponsor of the Greater New Haven St. Patrick's Day Parade

We are Sincerely Grateful for Your Support!