St. Patrick's Day Parade

GREATER NEW HAVEN, CONNECTICUT



Corporate Sponsorship Opportunities

2027

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 first New Haven St. Patrick's Day Parade stepped off in 1842. 2027 will mark the 183rd anniversary of the first New Haven St. Patrick's Day Parade (with two years off due to the COVID-19 pandemic). 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 up to 300,000 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 WTNH, viewing is not limited to those who are able to attend in person. WTNH broadcasts the parade live with a rebroadcast on St. Patrick's Day. WTNH 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. Parade Day brings over 3,000 multicultural marchers from the New Haven area, Connecticut and surrounding states to participate in a family-friendlyevent free to the public. Through tourism and consumerism, the parade generates $2 million in revenue for local companies.

Sponsorship opportunities are available for participation and to showcase your company brand on Parade Day or at one of our signature events. Help us continue the parade tradition! Join us on Sunday, March 14, 2027.



Parade Day

Take advantage of the opportunity to reach up to 300,000 spectators in downtown New Haven on Parade Day with on-site signage in the parade and around the downtown New Haven area.

- Tricolor flag with company name along the parade route. The impressive flags of green, white, and orange, the colors of the National Flag of Ireland, displaying your company logo, hang from light poles along the Parade route of Chapel Street and Church Street
- Sponsor banner prominently displaying your company logo at the reviewing stand, in front of New Haven City Hall, and on Chapel Street across from the WTNH broadcast booth
- Marching Unit in the Parade
- Marching Unit Division Banner with company name or logo leading an entire division and carried by your company representative
- Prominent recognition across event-related digital platforms and social media
- Specialty booth manned by your company personnel in the Family Fun Zone
- Live television broadcast of parade on WTNH and WTNH-affiliated 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 12:00 PM to 2:00 PM on the New Haven Green. Families waiting for the parade will enjoy entertainment and activities for children, including a petting zoo, magic shows, yard games, and more. The Family Fun Zone offers family-friendly portable bathrooms and is close to a stroller-friendly designated family viewing zone on Church Street. The Family Fun Zone offers a unique opportunity for an on-site booth, tent, or table with company signage, plus opportunities for your staff to distribute your product or branded promotional items to spectator foot traffic, along with a children's activity.

Parade Website & Social Media

Our parade website, stpatricksdayparade.org, receives over 80,000 hits per year. Place your company logo on our website, with a link to your company website.

Logos and links appear on the website from sponsorship commitment date through December of the parade year.

Broadcast

The Parade Committee is proud of our exclusive partnership with WTNH. On Parade Day, WTNH broadcasts the parade live from 2:00 PM to 4:00 PM, with a rebroadcast on St. Patrick's Day, March 17th, on their streaming platform and online. Our partnership with WTNH allows us to offer discounted corporate sponsors additional customized media advertising opportunities.

If you are interested in higher-level media coverage and sponsorship, we encourage you to reach out to the WTNH Sales team: Brett Steininger, brett.steininger@wtnh.com

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 400-500 attendees are expected, including Parade Committee members, local company owners, elected officials, and invited dignitaries. This season's ball will take place at Anthony's Ocean View in New Haven on Saturday, March 6, 2027. Opportunities for brand exposure in conjunction with this event include:

- Program book advertisement distributed to all attendees
- Company logo on event signage throughout the venue
- Company logo featured on multimedia displays
- Company logo included on Ball promotional materials
- Opportunities for higher-level customized sponsorship are available

Parade Awards & Parade Awards Ceremony

The parade marching unit participants are judged by an independent panel 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 companies or individuals, are presented by the sponsor to the award recipient, and the award presentation is photographed. Opportunities for company brand exposure at the awards ceremony are:

- Parade awards are keepsakes engraved with name of sponsor
- Opportunity to present sponsored award and be featured in a photo with the recipient
- Company banner at awards ceremony
- Company logo included on invitation and any informational flyers







Shamrock Open Golf Tournament

The Annual Shamrock Open Golf Tournament will be held on a Monday in June 2027.
The Open draws up to 120 golfers each year and more attendees for the post-open dinner. Opportunities for brand exposure in conjunction with this event include:

- Company logo on Tee signs
- Cart signage
- Company banner displayed at event
- Company banner displayed at lunch or dinner
- Golf Tournament Participation

Other Title Events & Fundraisers

Each year, the parade committee hosts several events and fundraisers to support the parade. This year, there are four title events in addition to our signature events, the Parade Ball and Shamrock Open.
These title events are another opportunity for sponsors to reach a particular audience.
The title events include:

- Samhain Whiskey & Cigar Night- October 3, 2026
- Cruising for the Parade- September 27, 2026/rain date October 25, 2026
- Frosty Shamrocks: Plunge for the Parade- February 27, 2027
- Beltane Wine & Spirit Tasting- April 29, 2027



2027 Parade Officers

Grand Marshal - Michael dePascale
Chairman - Catherine Hopkins Zaneski
Secretary - John McGovern
Chief of Staff - Holly Bryk

Executive Chairman - Joanne Conlan
Executive Secretary - Courtney Lundgren Connors
Parade Coordinator - Patrick Smith
Treasurer - Ann Cotter-Ballard

2027 Sponsorship Packages

Emerald Sponsor $15,000

Official Parade & Title Event Sponsor

- Marching Unit participation in the 2027 Greater New Haven St. Patrick's Day Parade on Sunday, March 14, 2027
- An official sponsorship banner featuring your company logo will be used at the start of the parade behind the Grand Marshal, carried by your company representatives
- Your company logo will be prominently displayed on a banner at the Reviewing Stand on Parade Day
- Your company logo will adorn one of the impressive tricolor flags that hang from the light poles along the Parade route
- Family-friendly VIP seating for your company employees and their families
- Ten tickets to the Greater New Haven St. Patrick's Day Parade Ball on Saturday, March 6, 2027
- Full-page ad in the St. Patrick's Day Parade Ball Program book distributed to all ball attendees
- Your company logo will be included in the PowerPoint Presentation at the Greater New Haven St. Patrick's Day Parade Ball on Saturday, March 6, 2027
- Sponsorship of a Parade Award
- VIP seating for 8 at the Parade Awards Banquet and presentation of your Parade Award to recipient
- Two foursomes at the 2027 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
- Your company logo on a corporate banner with other major sponsors at every parade event
- Your company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages
- Sponsorship of one of the following Title Events (excluding Shamrock Open and Parade Ball)
  - Cruising for the Parade - September 27, 2026
    - Rain date: October 25, 2026
  - Samhain Whiskey & Cigar Night - October 3, 2026
  - Fifth Annual Frosty Shamrocks: Plunge for the Parade - February 27, 2027
  - Beltane Wine & Spirit Tasting- April 29, 2027
- Title Event Sponsorship Packages are included later in the package







Crystal Sponsor $10,000

Official Parade & Parade Awards Ceremony Sponsor

- Marching Unit participation in the 2027 Greater New Haven St. Patrick's Day Parade on Sunday, March 14, 2027
- An official sponsorship banner featuring your company logo will be used to lead the escort marching division, carried by your company representatives
- Your company logo will be prominently displayed on a banner at the Reviewing Stand on Parade Day
- Your company logo will adorn one of the impressive tricolor 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 on Saturday, March 6, 2027
- Full-page ad in the St. Patrick's Day Parade Ball Program book distributed to all ball attendees
- Your company logo will be included in the PowerPoint Presentation at the Greater New Haven St. Patrick's Day Parade Ball on Saturday, March 6, 2027
- Sponsorship of a Parade Award
- VIP seating for 6 at the Parade Awards Banquet and presentation of your Parade Award to recipient
- Company banner at Parade Awards Ceremony
- Company logo on Parade Awards flyers and letters
- Foursome at the 2027 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
- Your company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages









Claddagh Sponsor $6,000

Official Parade Sponsor

- Marching Unit participation in the 2027 Greater New Haven St. Patrick's Day Parade on Sunday, March 14, 2027
- An official sponsorship banner featuring your company logo will be used to lead an entire marching division, carried by your company representatives
- Your company logo will be prominently displayed on a banner at the Reviewing Stand on Parade Day
- Your company logo will adorn one of the impressive tricolor 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 on Saturday, March 6, 2027
- Full-page ad in the St. Patrick's Day Parade Ball Program book distributed to all ball attendees
- Your company logo will be included in the PowerPoint Presentation at the Greater New Haven St. Patrick's Day Parade Ball on Saturday, March 6, 2027
- Sponsorship of a Parade Award
- VIP seating for 4 at the Parade Awards Banquet and presentation of your Parade Award to recipient
- Foursome at the 2027 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
- Your company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages







Trinity Sponsor $3,500

Official Division Sponsor

- Marching Unit participation in the 2027 Greater New Haven St. Patrick's Day Parade on Sunday, March 14, 2027
- An official sponsorship banner featuring your company logo will be used to lead an entire marching division, carried by your company representatives
- Your company logo will be prominently displayed on a banner at the Reviewing Stand on Parade Day
- Your company logo will adorn one of the impressive tricolor 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 on Saturday, March 6, 2027
- Sponsorship of a Parade Award
- VIP seating for 2 at the Parade Awards Banquet and presentation of your Parade Award to recipient
- Twosome at the 2027 Shamrock Open Golf Tournament
- 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 Shamrock Open Golf Tournament
- Your company logo will be included in the PowerPoint Presentation at the Greater New Haven St. Patrick's Day Parade Ball on Saturday, March 6, 2027
- Your company logo on the Greater New Haven St. Patrick's Day Parade website sponsorship page, and a link to your company website
- Your company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages







Shamrock Sponsor $1,750 new sponsors
$1,500 returning sponsors

- Your company logo will be prominently displayed on a banner at the Reviewing Stand on Parade Day
- Your company logo will adorn one of the impressive tricolor 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 on Saturday, March 6, 2027
- Half-page ad in the St. Patrick's Day Parade Ball Program book distributed to all ball attendees
- Your company logo will be included in the PowerPoint Presentation at the Greater New Haven St. Patrick's Day Parade Ball on Saturday, March 6, 2027
- Tee sign for your company displayed at the 2027 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
- Your company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages

Harp Sponsor $500

- Half-page ad in the St. Patrick's Day Parade Ball Program book distributed to all ball attendees
- Your company logo will be included in the PowerPoint Presentation at the Greater New Haven St. Patrick's Day Parade Ball on Saturday, March 6, 2027
- Your company logo will be prominently displayed on an onsite banner at the Reviewing Stand
- Family-friendly VIP seating 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 company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages





Sponsorship Information

The Associated Irish Societies is a 501(c)(3) nonprofit that organizes the Greater New Haven St. Patrick's Day Parade in downtown New Haven, CT.

Sponsorships can be tailored to your company's needs.

Sponsorship Deadlines:

Parade Packages: Friday, February 19, 2027

Contacts:

If you have any questions, please reach out to

Corporate Chair:
Samantha Parlato at
corporate@stpatricksdayparade.org

or Chairman:
Catherine Hopkins Zaneski at
chairman@stpatricksdayparade.org

Payment Options:

- Checks made payable to **AIS** (Associated Irish Societies)
- Online payments through the Zeffy.com platform at
- https://stpatricksdayparade.org/sponsorship

Other Details:

Mailing Address:

St. Patrick's Day Parade Committee
ATTN: Corporate
P.O. Box 9078
New Haven, CT 06532

For all signage, High-Definition and Vector Logo image files are required.

Signature Event Sponsorship

Parade Ball

Official Signature Event Sponsor $7,500

- Ten tickets to the Greater New Haven St. Patrick's Day Parade Ball on Saturday, March 6, 2027
- Your company logo included in promotional materials for the ball
- Your company logo will be included in a multimedia presentation displayed throughout the ball
- Inside cover/full-page ad in the St. Patrick's Day Parade Ball Program book distributed to all attendees
- Eight tickets for 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 company logo will be prominently displayed on a banner at the Reviewing Stand on Parade Day
- Your company logo will adorn one of the impressive tricolor flags that hang from the light poles along the Parade route

BAND SPONSOR $5,000

- Four tickets to the Greater New Haven St. Patrick's Day Parade Ball on Saturday, March 6, 2027
- Your company name or company logo prominently displayed at the Greater New Haven St. Patrick's Day Ball
- Six tickets for family-friendly VIP seating on parade day for your company employees and their families
- Your company name or company logo included in a PowerPoint Presentation displayed at the ball
- Your company name or company logo included in a full-page ad highlighting the band sponsorship
- Your company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages associated with Parade Ball

PHOTO BOOTH SPONSOR $3,000

- Two tickets to the Greater New Haven St. Patrick's Day Parade Ball on Saturday, March 6, 2027
- Your company name or company logo branded on all photo booth materials, including printed and digital pictures
- Your company name or company logo included in the PowerPoint Presentation displayed at the ball
- Four tickets for 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 company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages associated with Parade Ball

Event Date: Saturday, March 6, 2027

Cocktail Hour Sponsor $1,000

- Your company name or company logo prominently displayed at the Greater New Haven St. Patrick's Day Ball
- Opportunity to have a signature cocktail at the Ball
- Your company name or company logo included on a cocktail napkin at the Ball (image approval by the Associated Irish Societies)
- Your company name or company logo included in a PowerPoint Presentation displayed at the Ball
- Two tickets for family-friendly VIP seating on parade day for your company employees and their families
- Your company name or company logo included in a half-page ad highlighting the cocktail hour sponsorship
- Your company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages associated with Parade Ball





Sponsorship Deadlines

Signature Event Sponsor: **Friday, January 29, 2027**

Other Sponsor Levels: **Wednesday, February 24, 2027**

Event Contacts:

Ball Chairs:
Teresa Bohan McGowan & Siobhan Dacey at:
ball@stpatricksdayparade.org

Ad Book Chair:
Karyn Gallagher at karyngallagher713@gmail.com

Payment Options:

- Checks made payable to **AIS** (Associated Irish Societies)
- Online Payment through Zeffy.com platform at https://stpatricksdayparade.org/parade-ball

Other Details:

Mailing Address:

St. Patrick's Day Parade Committee
ATTN: Ball Committee
P.O. Box 9078
New Haven, CT 06532

For Ad Book:

- For all printing, High-Definition and Vector Logo image files are required. Acceptable File Types: PDF, JPEG, PNG, EPS
- Ad Submissions must be print-ready
- Sizing 7.5"h x 4.5"w

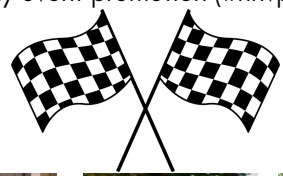
CRUISING FOR THE PARADE

Official Title/Platinum Event Sponsor $2,000

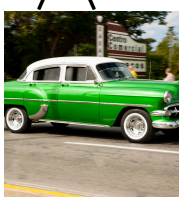
- Company Logo on event banner displayed at Cruising to the Parade (sponsor level determines size; approval by Associated Irish Societies)
- Company Logo on Cruising for the Parade Swag Bag (sponsor level determines size, approval by Associated Irish Societies)
- Opportunities for Onsite sponsor table or tent at event and/or distribution of company promotional products, coupons, flyers for event bag
- Cruising for the Parade sponsor listed on stpatricksdayparade.org website for event registration with company name and logo as presenting sponsor on registration flyer
- Six Cruising for the Parade Breakfast Tent tickets
- Preferred parking pass for 4 members of your company
- Company Logo included in PowerPoint Presentation at Greater New Haven St. Patrick's Day Parade Ball
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)

Gold/checkered flag sponsor $1,000

- Company Logo on event banner displayed at Cruising to the Parade (sponsor level determines size; approval by Associated Irish Societies)
- Opportunities for onsite sponsor table/tent at event and/or distribution of company promotional products, coupons, flyers for event bag
- Cruising for the Parade listed on stpatricksdayparade.org website for event registration with company name and logo as presenting sponsor registration flyer
- Three Cruising to the Parade Breakfast Tent tickets
- Preferred parking space for 2 members of your company
- Company Logo included in the PowerPoint presentation at Greater New Haven St. Patrick's Day Parade Ball
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)









Event Date: *September 27, 2026*

Rain date: October 25, 2026

Cruise Sponsor $500

- Company Logo on event banner displayed at Cruising to the Parade (sponsor level determines size; approval by Associated Irish Societies)
- Cruising for the Parade listed on stpatricksdayparade.org website for event registration with company name and logo as presenting sponsor registration flyer
- Two Cruising for the Parade Breakfast tent tickets
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)

Pit stop Sponsor $250

- Your company name listed on the event banner (Approval level determines size; approval by Associated Irish Societies)
- One Cruising for the Parade Lunch Tent ticket
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)

red light Sponsor $100

- Your company name listed on the event banner (sponsor level determines size; approval by Associated Irish Societies)
- Your company name listed on the event website under Red Light Sponsors
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)

Sponsorship Deadlines:

Event Sponsorship: Thursday, September 18, 2026

Contact:

Holly Bryk at:
chiefofstaff@stpatricksdayparade.org

Payment Options:

- Checks made payable to **AIS** (Associated Irish Societies)
- Online Payment through Zeffy at https://www.zeffy.com/en-US/ticketing/2027-corporate-and-event-sponsorship-for-greater-new-haven-st-patricks-day-parade

Other Details:

Mailing Address:

St. Patrick's Day Parade Committee
ATTN: Cruising for the Parade
P.O. Box 9078
New Haven, CT 06532

For all signage, High-Definition and Vector Logo image files are required.

Samhain Whiskey & Cigar Night

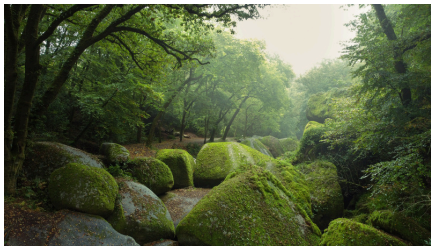
Official Title Event Sponsor $2,000

- Your company name is associated with and displayed as "Samhain Whiskey & Cigar Night," presented by your company
- Company Logo on event banner displayed at event (sponsor level determines size; approval by Associated Irish Societies)
- Company Logo on tasting glass (sponsor level determines size, approval by Associated Irish Societies)
- Opportunities for an onsite sponsor table/tent at the event and/or distribution of company promotional products/coupons/flyers for the event bag
- Six tickets to the event
- Company logo and name listed on the stpatricksdayparade.org website for event registration and flyer.
- Your company name on a tee sign at the Shamrock Open Golf Tournament
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)



Entertainment Sponsor $1,000

- Company Logo on event banner displayed at event (sponsor level determines size; approval by Associated Irish Societies)
- Your company name or company logo prominently displayed as an Entertainment Sponsor at the event
- Opportunities for an onsite sponsor table or tent at the event and/or distribution of company promotional products, coupons, and flyers for the event bag
- 3 tickets to the event
- Company logo and name listed on the stpatricksdayparade.org website for event registration and flyer.
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)





Event Date: Saturday, October 3, 2026

Hors D'Oeuvres Sponsor $750

- Company Logo on event banner displayed at event (sponsor level determines size; approval by Associated Irish Societies)
- Your company name or company logo prominently displayed as Hors D'Oeuvres Sponsor at event
- Two tickets to the event
- Company logo and name listed on the stpatricksdayparade.org website for event registration and flyer.
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)

Whiskey Sponsor $500

- Company Logo on event banner displayed at (sponsor level determines size; approval by Associated Irish Societies)
- Your company name or company logo prominently displayed at the event
- One ticket to the event
- Company logo and name listed on the stpatricksdayparade.org website for event registration and flyer.
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)

Sponsorship Deadlines:

Event Sponsorship: Friday, September 18, 2026

Contact:

Sean Mullenix at
pioneer98r@yahoo.com

Payment Options:

- Checks made payable to **AIS** (Associated Irish Societies)
- Online Payment through the Zeffy.com platform at
- https://www.zeffy.com/en-US/ticketing/2027-corporate-and-event-sponsorship-for-greater-new-haven-st-patricks-day-parade

Other Details:

Mailing Address:

St. Patrick's Day Parade Committee
ATTN: Samhain Whiskey & Cigar Night
P.O. Box 9078
New Haven, CT 06532

High-Definition and Vector Logo image files are required.

Frosty Shamrocks: Plunge for the Parade

Official Title Event Sponsor $2,000

- Your company name associated with and displayed as "Frosty Shamrocks: Plunge for the Parade" presented by your company
- Company Logo on event banner displayed at "Frosty Shamrocks: Plunge for the Parade" (sponsor level determines size; approval by Associated Irish Societies)
- Company Logo on "Frosty Shamrocks: Plunge for the Parade" shirt (sponsor level determines size, approval by Associated Irish Societies)
- Opportunities for Onsite sponsor table or tent at event and/or distribution of company promotion products, coupons, flyers for event bag
- "Frosty Shamrocks: Plunge for the Parade" listed on stpatricksdayparade.org website for event registration with company name and logo as presenting sponsor Registration flyer
- Company Logo included in PowerPoint Presentation at Greater New Haven St. Patrick's Day Parade Ball
- "Frosty Shamrocks: Plunge for the Parade" tickets for team representing company (5 tickets)
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)

Gold Sponsor $1,000

- Company Logo on event banner displayed at "Frosty Shamrocks: Plunge for the Parade" (sponsor level determines size; approval by Associated Irish Societies)
- Company Logo on "Frosty Shamrocks: Plunge for the Parade" shirt (sponsor level determines size, approval by Associated Irish Societies)
- Opportunities for onsite sponsor table / tent at event and/or distribution of company promotion products, coupons, flyers for event bag
- "Frosty Shamrocks: Plunge for the Parade" listed on stpatricksdayparade.org website for event registration with company name and logo as presenting sponsor Registration flyer
- "Frosty Shamrocks: Plunge for the Parade" tickets for team representing company (3 tickets)
- Company Logo included in PowerPoint Presentation at Greater New Haven St. Patrick's Day Parade Ball
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)







Event Date: Saturday, February 27, 2027

Silver Sponsor $500

- Company Logo on event banner displayed at "Frosty Shamrocks: Plunge for the Parade" (sponsor level determines size; approval by Associated Irish Societies)
- Company Logo on "Frosty Shamrocks: Plunge for the Parade" shirt (sponsor level determines size, approval by Associated Irish Societies)
- "Frosty Shamrocks: Plunge for the Parade" listed on stpatricksdayparade.org website for event registration with company name and logo as presenting sponsor Registration flyer
- "Frosty Shamrocks: Plunge for the Parade" tickets for team representing company (2 tickets)
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)

Orange Sponsor $250

- Company Logo on "Frosty Shamrocks: Plunge for the Parade" shirt (sponsor level determines size, approval by Associated Irish Societies)
- "Frosty Shamrocks: Plunge for the Parade" ticket for team representing company (1 ticket)
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website

Green Sponsor $100

- Your company name/name on the "Frosty Shamrocks: Plunge for the Parade" Shirt (sponsor level determines size, approval by Associated Irish Societies)
- Your company name listed on event website under Green Sponsors

Sponsorship Deadlines:

Event Sponsorship: Friday, February 19, 2027

Contact:

Catherine Zaneski at chairman@stpatricksdayparade.org

Payment Options:

- Checks made payable to **AIS** (Associated Irish Societies)
- Online Payment through Zeffy at https://stpatricksdayparade.org/events/5th-annual-frosty-shamrocks-plunge-for-the-parade/

Other Details:

Mailing Address:

St. Patrick's Day Parade Committee
ATTN: Frosty Shamrocks
P.O. Box 9078
New Haven, CT 06532

For all signage, High-Definition and Vector Logo image files are required.

BELTANE WINE & SPIRIT TASTING CELEBRATION

OFFICIAL TITLE EVENT SPONSOR $2,000

- Your company logo and name displayed on the Beltane Wine & Spirit Tasting banner
- Company Logo on event banner displayed at the event (sponsor level determines size; approval by Associated Irish Societies)
- Company Logo on tasting glass (sponsor level determines size, approval by Associated Irish Societies)
- Opportunities for an onsite sponsor table or tent at the event and/or distribution of company promotional products, coupons, and flyers for the event bag
- Five (5) tickets to the event
- Company logo and name listed on the stpatricksdayparade.org website for event registration and flyer.
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)



ENTERTAINMENT SPONSOR $1,000

- Company Logo on event banner displayed at "Beltane Wine & Spirit Tasting" (sponsor level determines size; approval by Associated Irish Societies)
- Your company name or company logo prominently displayed as Entertainment Sponsor at the event
- Opportunities for an onsite sponsor table or tent at the event and/or distribution of company promotional products, coupons, and flyers for the event bag
- "Beltane Wine & Spirit Tasting Celebration" listed on stpatricksdayparade.org website for event registration with company name and logo on Registration flyer
- Three (3) tickets to the event
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)

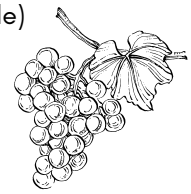




EVENT DATE: THURSDAY, APRIL 29, 2026

HORS D'OEUVRES SPONSOR $750

- Company Logo on event banner displayed at "Beltane Wine & Spirit Tasting Celebration" (sponsor level determines size; approval by Associated Irish Societies)
- Your company name or company logo prominently displayed as Hors D'Oeuvres Sponsor at event
- "Beltane Wine & Spirit Tasting Celebration" listed on stpatricksdayparade.org website for event registration with company name and logo on Registration flyer
- Two (2) tickets to the event
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)



WINE SPONSOR $500

- Company Logo on event banner displayed at "Beltane Wine & Spirit Tasting Celebration" (sponsor level determines size; approval by Associated Irish Societies)
- Your company name or company logo prominently displayed as a Wine Sponsor at event
- "Beltane Wine & Spirit Tasting Celebration" listed on stpatricksdayparade.org website for event registration with company name and logo on Registration flyer
- One (1) ticket to the event
- Your company logo & link to website highlighted on the Greater New Haven St. Patrick's Day Parade website
- Social media mentions through Greater New Haven St. Patrick's Day event promotion (#nhvparade)

SPONSORSHIP DEADLINES:

Event Sponsorship: April 9, 2027

CONTACT:

Sean Mullenix at
corporate@stpatricksdayparade.org

PAYMENT OPTIONS:

1. Checks made payable to AIS (Associated Irish Societies)
2. Online Payment through Zeffy at https://stpatricksdayparade.org/events/beltane-wine-tasting-2027/

OTHER DETAILS:

Mailing Address: St. Patrick's Day Parade Committee
ATTN: Beltane Wine & Spirit Tasting
P.O. Box 9078
New Haven, CT 06532

High Definition/Vector Logos Required for Signage

Shamrock Open Golf Tournament

Official Signature Event Sponsor $4,000

- Foursome in the 2027 Shamrock Open Golf Tournament
- Your company logo on cart signage
- Your company logo/company banner displayed at the Shamrock Open Golf Tournament
- Your company logo/company banner displayed at Shamrock Open Buffet Dinner
- Tee sign with company logo at Shamrock Open Golf Tournament
- Promotional materials for your company included in the welcome package
- 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 company logo will be prominently displayed on a banner at the Reviewing Stand on Parade Day
- Your company logo will adorn one of the impressive tricolor flags that hang from the light poles along the Parade route



Lunch Sponsor $1,500

- Your company logo/banner displayed at Shamrock Open Golf Tournament over lunch
- Promotional materials for your company included in the welcome package
- Tee sign with company logo at 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
- Your company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages associated with Shamrock Open Golf Tournament

Breakfast Sponsor $900

- Your company logo/banner displayed at Shamrock Open Golf Tournament with breakfast
- Tee sign with company logo at 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
- Your company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages associated with Shamrock Open Golf Tournament

Event Date: TBD - June 2027

Bar Cart Sponsor $500

- Your company logo displayed at the Shamrock Open Golf Traveling Bar Cart
- Your company logo/name on drink tickets provided at registration
- Your company logo included in promotional material
- Your company logo on the Greater New Haven St. Patrick's Day Parade website sponsorship page, and a link to your company website
- Your company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages associated with Shamrock Open Golf Tournament

Closest to the Pin Sponsor $300

- Your company logo/banner displayed at Shamrock Open Golf Tournament at registration
- Your company logo included in promotional material
- Your company logo on the Greater New Haven St. Patrick's Day Parade website sponsorship page, and a link to your company website
- Your company logo highlighted on Greater New Haven St. Patrick's Day Parade social media pages associated with Shamrock Open Golf Tournament



Tee Sign Sponsor $100

- Tee sign with company logo at Shamrock Open Golf Tournament
- Your company name listed on Shamrock Open Golf Tournament website under Tee Sign Sponsors

Sponsorship Deadlines:

Signature Event Sponsor: May 27, 2027
Other Sponsor Levels: June 10, 2027

Contact:

golf@stpatricksdayparade.org

Payment Options:

- Checks made payable to **AIS** (Associated Irish Societies)
- Online Payment through Zeffy.com platform at https://www.zeffy.com/en-US/ticketing/2027-corporate-and-event-sponsorship-for-greater-new-haven-st-patricks-day-parade

Other Details:

Mailing Address:

St. Patrick's Day Parade Committee
ATTN: Shamrock Open
P.O. Box 9078
New Haven, CT 06532

For all signage, High-Definition and Vector Logo image files are required.

Overview of Sponsorship Packages

Sponsorship Opportunities	Emerald	Crystal	Claddagh	Trinity	Shamrock	Harp	Parade Ball	Shamrock Open
	$15,000	$10,000	$6,000	$3,500	$1,500	$500	$7,500	$4,000
Marching Unit in Parade	☘	☘	☘	☘				
Parade Division Banner	☘	☘	☘	☘				
Company Logo on Parade Onsite Banner	☘	☘	☘	☘	☘	☘	☘	☘
Tricolor Light Pole Flag	☘	☘	☘	☘			☘	☘
Family-Friendly VIP Seating	☘	☘	☘	☘	☘	☘	☘	☘
Parade Ball Tickets	10	6	4	2	2		10	
Company Logo in Parade Ball PPT	☘	☘	☘	☘	☘	☘	☘	☘
Company Logo on Parade Ball Promotion	☘							
Presentation to Ball Honoree							☘	
Parade Ball Program Book Inside Cover							☘	
Parade Ball Program Book Ad-size dependent on sponsorship	☘	☘	☘	☘	☘	☘		☘
Parade Award Sponsor	☘	☘	☘	☘				
Parade Award Dinner Presentation	☘	☘	☘	☘			☘	☘
Parade Award Company Banner		☘						
Company Logo on Parade Awards Promotion		☘						
Shamrock Open Golf Tournament Tee Sign	☘	☘	☘	☘	☘		☘	
Shamrock Open Golf Tournament Registration	8	4	4	2				4
Shamrock Open Golf Tournament Cart Signage								☘
Shamrock Open Golf Tournament Company Banner								☘
Logo and Link on Parade Website	☘	☘	☘	☘	☘	☘	☘	☘
Social Media Mentions	☘	☘	☘	☘	☘	☘	☘	☘

**Title Event Sponsorship Packages not included on this list. Sponsorship packages are customizable to suit your business needs.*

Terms and Conditions

Standard Terms of Sponsorship

(Effective Date July 1, 2023)

for agreeing to be a sponsor of the Greater New Haven Saint Patrick's Day Parade. The Greater New Haven Saint Patrick's Day Parade (the "**Parade**") is a product of the Associated Irish Societies, Inc. ("Organizer"). By electing your sponsorship you agree to be bound by the following terms.

For purposes hereof, the following terms have the following meanings:

"Mark" means any trademark, trade name, service mark, design, logo, domain name or other indicator of the source or origin of any product or service.

"**Sponsorship"** means the agreement to provide the Sponsorship Benefits in exchange for the Sponsorship Fee and is contingent upon your meeting the Sponsorship Obligations hereunder.

"Sponsor Obligations" means the Sponsor's obligations as set forth in the applicable accompanying sponsor packet or material.

"Sponsorship Benefits" means the benefits Organizer is required to provide to Sponsor under the chosen sponsorship category.

"Sponsorship Fee" is the fee payable by Sponsor to Organizer under the sponsorship package. The Sponsor agrees to pay the Sponsorship Fee as agreed.

Term. Your Sponsorship is effective as of the date of your payment of the Sponsorship Fee and terminates as of the date the Event concludes or the later date if the Sponsorship Benefits associated with your Sponsorship are intended to extend beyond said date. In no event would the term extend beyond the 30th of June following the date of the Parade. This agreement may be earlier terminated for breach by you of the terms and conditions hereof. (the "**Term**").

License Grants. Sponsor hereby grants Organizer, and Organizer hereby accepts, a non-exclusive, non-transferable, non-sublicensable right and license to use the Sponsor Marks solely as necessary to provide the Sponsorship Benefits in conjunction with the Event during the Term. It being understood that the Sponsor's Mark may appear post the Term on the Organizers Website in historical references to the Event. Organizer shall use the Sponsor's Marks solely in accordance with any trademark usage guidelines and quality control standards provided by Sponsor as the same may be updated from time to time.

Sponsor use of Affiliation with Organizer. The Sponsor acknowledges that the Organizer is a not for profit entity recognized under section 501(c)(3) of the Internal Revenue Code. While the Organizer consents to the use of its name and Marks in conjunction with the Sponsors marketing related to the Event no use of its marks may be made that would in any manner be inconsistent with its tax status. Further, the Sponsor agrees to not in any way use its affiliation with the Organizer hereunder in a manner that would be inconsistent with the Organizer's mission as the organizer of the Greater New Haven Saint Patrick's Day Parade. In this regard the Sponsor will not use the Mark or its agreement hereunder to promote lude, unlawful, unethical or in any manner that would cast the Organizer, the event or the Greater New Haven Saint Patrick's Day Parade in a poor public light or otherwise adversely affect the reputation of the Organizer all as determined in the Organizers sole and absolute discretion.

Termination. Either party may terminate this Agreement, immediately upon written notice to the other party if:

the other party materially breaches this Agreement, and such breach: (A) is incapable of cure; or (B) being capable of cure, remains uncured for ten (10) days after the non-breaching party provides the breaching party with written notice thereof; or

On expiration or earlier termination of this Agreement:

all licenses granted hereunder will also terminate and each party shall immediately cease using the other party's Marks and return to the other party such other party's confidential information, and the parties will be relieved of their respective further obligations hereunder; and

(C) The provisions set forth herein, will survive any expiration or termination of this Agreement.

Representations and Warranties.

Each party represents and warrants to the other party that: (i) it is duly organized, validly existing and in good standing as a corporation or other entity as represented herein under the laws and regulations of its jurisdiction of incorporation, organization or chartering; (ii) it has the full right, power and authority to enter into this Agreement, to grant the rights and licenses granted hereunder and to perform its obligations hereunder; (iii) the execution of this Agreement by its representative whose signature is set forth at the end hereof has been duly authorized by all necessary corporate action of the party; and (iv) when executed and delivered by both parties, this Agreement will constitute the legal, valid and binding obligation of such party, enforceable

Terms and Conditions

against such party in accordance with its terms. Organizer further represents and warrants that the Organizer Marks and Sponsor's use thereof in accordance with this Agreement will not infringe, misappropriate or otherwise violate any rights of any third party.
Sponsor further represents and warrants that the Sponsor Marks and Organizer's use thereof without alteration and otherwise strictly in accordance with this Agreement will not infringe, misappropriate or otherwise violate any rights of any third party.

Indemnification

Sponsor shall indemnify, defend and hold harmless Organizer and officers, directors, employees, agents, successors and assigns (each, an **"Organizer Indemnitee"**) from and against all any and all claims resulting from any action arising out of or related to: (i) Organizer using the Sponsor material, solely as used, presented, displayed and distributed without alteration and otherwise in strict compliance with this Agreement ; (ii) Sponsor's breach of any representation, warranty, covenant or obligation to Organizer under this Agreement or (iii) claims of any person or entity against Organizer for collection of money or damages arising out of obligations related to the Event that are the express responsibility of the Sponsor as Sponsor Obligations as set forth in the materials related to the Sponsorship. This indemnity to include but be not limited to the Organizer's reasonable attorneys fees and costs of defense of any claim.

Force Majeure. Neither party will be liable or responsible to the other party, or be deemed to have defaulted under or breached this Agreement, for any failure or delay in fulfilling or performing any term of this Agreement, when and to the extent such failure or delay is caused by any acts of God; flood, fire or explosion; war, terrorism, invasion, riot or other civil unrest; embargoes or blockades in effect on or after the date of this Agreement; national or regional emergency; strikes, labor stoppages or slowdowns or other industrial disturbances; passage of law or governmental order, rule, regulation or direction, or any action taken by a governmental or public authority, including but not limited to imposing an embargo, export or import restriction, quota or other restriction or prohibition; or national or regional shortage of adequate power or telecommunications or transportation facilities; (each of the foregoing, a **"Force Majeure"**), in each case, provided that (A) such event is outside the reasonable control of the affected party; (B) the affected party provides prompt notice to the other party, stating the period of time the occurrence is expected to continue; and (C) the affected party uses diligent efforts to end the failure or delay and minimize the effects of such Force Majeure.

General.

Upon a party's reasonable request, the other party shall, at the requesting party's sole cost and expense, execute and deliver all such documents and instruments, and take all such further actions, necessary to give full effect to this Agreement.

Notices to either party may be sent to the address provided. Notices are effective upon receipt.

This Agreement, together with any attachments hereto, constitutes the entire agreement of the parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings and agreements, whether written or oral, with respect to such subject matter. This agreement shall not be modified or amended nor shall any right or duty hereunder to assigned, delegated, or transferred without the express written consent of all parties hereto.

This Agreement is for the sole benefit of the parties hereto and their respective permitted successors and permitted assigns and nothing herein, express or implied, is intended to or shall confer upon any other Person any legal or equitable right, benefit or remedy of any nature whatsoever, under or by reason of this Agreement. This Agreement shall be governed by and construed in accordance with the internal laws of the State of Connecticut without giving effect to any choice or conflict of law provision or rule (whether of the State of Connecticut or any other jurisdiction) that would cause the application of laws of any jurisdiction other than those of the State of Connecticut. Any legal suit, action or proceeding arising out of or related to this Agreement or the licenses granted hereunder shall be instituted exclusively in the federal courts of the United States or the courts of the State of Connecticut in each case located in the city of New Haven and County of New Haven, and each party irrevocably submits to the jurisdiction of such courts in any such suit, action or proceeding. In the event that any action, suit, or other legal or administrative proceeding is instituted or commenced by either party hereto against the other party arising out of or related to this Agreement, the prevailing party shall be entitled to recover its reasonable attorneys' fees and court costs from the non-prevailing party.

2027 Sponsorship Contract

Parade Sponsorship & Event Sponsorship Packages

Emerald	Crystal	Claddagh	Trinity	Shamrock	Harp
$15,000	$10,000	$6,000	$3,500	$1,750 / $1,500	$500
Parade Ball (Event)	**Shamrock Open (Event)**	**Frosty Shamrocks: Plunge (Event)**	**Samhain Whiskey & Cigar Night**	**Beltane Wine Night**	**Cruising to the parade**
$7,500	$4,000	$2,000	$2,000	$2,000	$2,000

CUSTOM PACKAGES ARE AVAILABLE UPON REQUEST

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 package that has been selected, including any customized agreements, for your records.

_____ agrees to sponsor the 2027 Greater New Haven St. Patrick's Day Parade.

(Company Name)

Authorized Signature: _____

(e-signature/typed accepted)

Company Contact Name: _____

Company Contact Phone: _____

Company Contact Email: _____

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

Payment Options:

- Checks made payable to Associated Irish Societies (**AIS**) or online payment through the Zeffy platform accessed through specific links in this document or https://www.zeffy.com/en-US/ticketing/2027-corporate-and-event-sponsorship-for-greater-new-haven-st-patricks-day-parade, or scan the QR Code
- Please Submit Contracts, Payments, or Inquiries to:
  Sam Parlato | corporate@stpatricksdayparade.org
  (203) 627-9930
- Mailing Address: St. Patrick's Day Parade Committee
  ATTN: Corporate
  P.O. Box 9078
  New Haven, CT 06532

Scan to Pay

Deadline to receive Sponsorship payment is March 1, 2027

Thank You for sponsoring the
2027 Greater New Haven St. Patrick's Day Parade



The design of this package was done in full by volunteers for the Greater New Haven St. Patrick's Day Parade Committee.

Photographs are credited to George Waldron, Chad Lyons, John House, and Shelby DeRosa.