

Sponsorship Opportunities for 2024



ST. PATRICK'S DAY
PARADE
ST. LOUIS, MISSOURI

Tradition Since 1970



Our Parade and Run has been the standing Irish tradition for tens of thousands of families

- The parade was recently named one of the top Irish parades in the nation
- 300,000+ attendees and 5,000+ run participants attend annually.

The *55th annual St. Patrick's Day Parade* will take place on Saturday, March 16, 2024

- The parade begins at 12:00 pm in Downtown St. Louis, "rain or shine."
- It begins at 20th and Market streets and proceeds east, concluding at Broadway and 8th streets.
- Visit www.irishparade.org for additional route details.



Parade Title Sponsor



2024 Metropolitan St. Patrick's Day Parade and Run

Collateral:

- Logo on St. Patrick's Day Parade Run T-shirts
- Full-page ad in printed programs with full ad in E-program
- Unit in parade

Signage:

- Signage throughout route to be provided for display
- One balloon in parade with your logo
- PA announcements live during the parade

Local Media Coverage to Include:

- Television
- Radio
- Newspaper
- Magazine

Space Still Open for 2024!



Website:

- Integrated logo with link for reaching over 50,000+ unique visitors
- Skyscraper banner ad on front page of site
- Further promotions added on the site

Social Media:

- Inclusion in organic posts on FB and Twitter
- Content and Logo in FB ads
- Inclusion in Instagram promotion with guest posts using step and repeat
- Expansive reach with moniker included in our Snapchat Filter
- Virtual media and streaming parade

On-site:

- 40 seats in dedicated area at the *VIP Review Stand* (area designated for corporate signage) – lunch included!
- 4 seats on the review stand
- 10 reservations at the *Evening with the Irish* pre-event gala

Title Sponsor Fee: \$50,000

The Title Sponsors



Partnership to the Irish Parade and Run

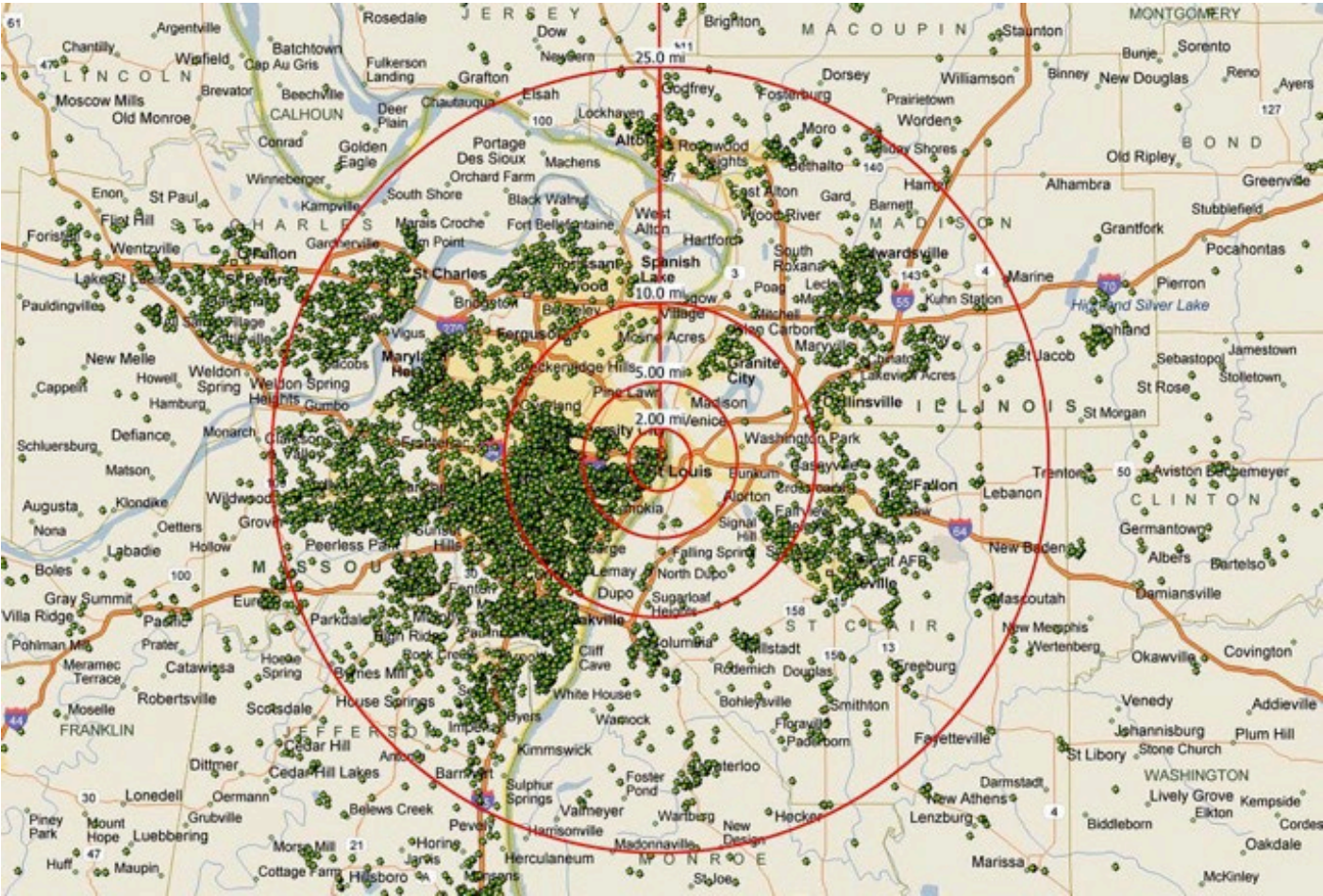
- *Title Sponsors* receive visibility through millions of impressions via social, digital, and traditional media on parade day
- Even before parade day, your company can leverage the title with programs and activities initiated by the parade organization throughout the year
- Millions of impressions for your company via our deep promotional footprint



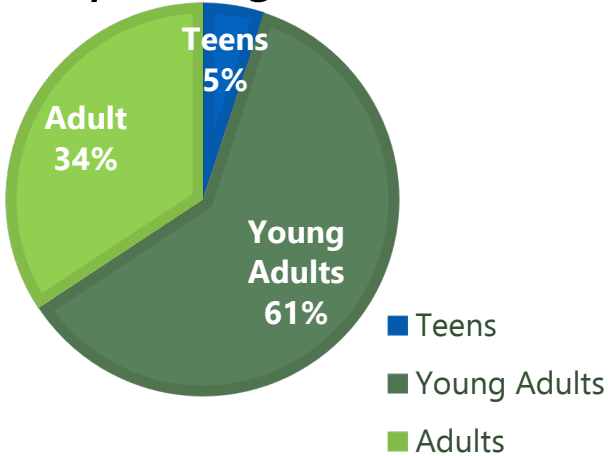
Participant Demographics



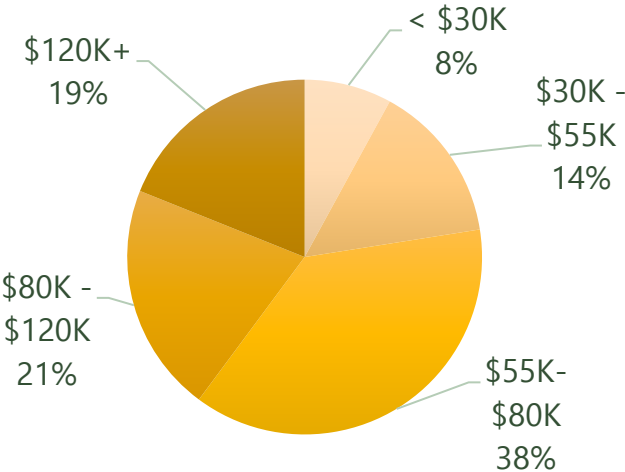
*Demographic Map by Location of Household
(local participation only)*



Participant Ages



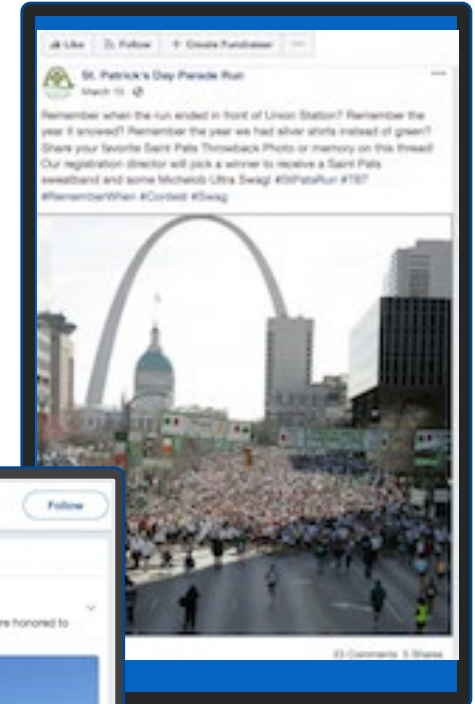
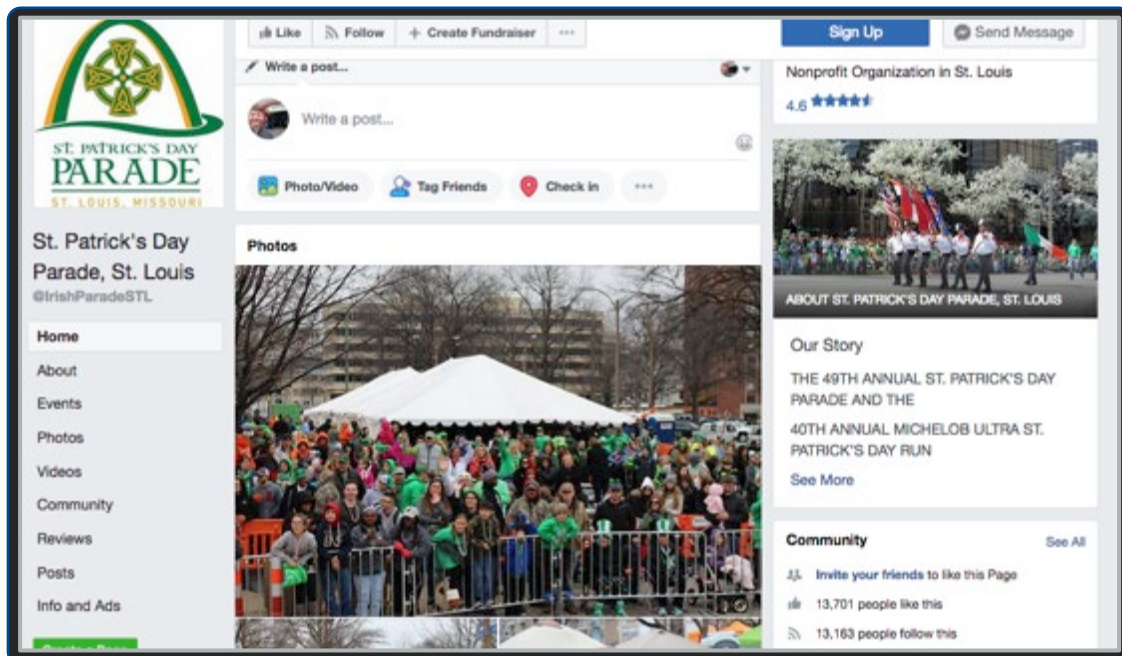
Household Income



Social Media Presence



- Our parade and run have 20k+ followers on Facebook and thousands on Twitter and Instagram, respectively. Previous years Snapchat filter received 100,000+ views annually.
- Co-created content posted to all platforms!



Sponsor Presence in Media



- Sponsor banner and skyscraper advertisements will be placed in appropriate locations on the website.
- Partner websites used to promote top sponsors, including call-to-action links.

Sponsors receive a call-to-action opportunity included in the *Sponsor Deal* page of our website.

Our website attracts more than **50,000+** unique visitors each year.



ST. PATRICK'S DAY
PARADE
ST. LOUIS, MISSOURI
MARCH 11, 2023 @ NOON

Support Our Sponsors



Overview of Benefits



St. Patrick's Day Parade and Run Event Program

- The St. Patrick's Day Parade and Run offers a full program for all guests to download on their cell phone.
- Printed copies of the program are also provided to our more-than-800 VIPs at the gala dinner along with other VIP access areas at the parade and run.
- All versions of the event program will include your company's selected advertisement. High-profile sponsors receive an article in our programs that feature their company. Our high-profile sponsors to the parade and run also receive an article featuring their company.



Shamrock Sponsors



2024 Metropolitan St. Patrick's Day Parade and Run

Collateral:

- Logo on St. Patrick's Day Parade Run T-shirts
- Full page ad in printed programs
- Full ad in E-program downloads
- Unit in parade

Shamrock Sponsor Fee: \$20,000



Website:

- Logo with link on front page of site with integration – reaching over 50,000+ unique visitors
- Promotions can be added to webpage
- Skyscraper banner ad on front page of site

Social Media:

- Inclusion in organic posts on FB and Twitter
- Inclusion in Instagram promotion with guest posts using step and repeat
- Expansive reach via Snapchat Filter with moniker
- Virtual media and streaming parade

Signage:

- Ability to display signage throughout the route to be provided for display
- PA announcements live during the parade

On-site:

- 20 Tickets to the *VIP Review Stand*
- 6 reservations at the *Evening with the Irish* pre-event gala

Emerald Sponsors



2024 Metropolitan St. Patrick's Day Parade and Run

Collateral:

- Full page ad in printed programs
- Full ad in E-program downloads
- Unit in parade

Signage:

- Ability to display signage throughout the route to be provided for display
- PA announcements live during the parade

Website:

- Logo with link on front page of site with integration – reaching over 50,000+ unique visitors
- Promotions can be added to webpage
- Skyscraper banner ad on front page of site

Social Media:

- Inclusion in organic posts on FB and Twitter
- Inclusion in Instagram promotion with guest posts using step and repeat
- Virtual media and streaming parade

On-site:

- 10 Tickets to the *VIP Review Stand*
- 4 reservations at the *Evening with the Irish* pre-event gala

Emerald Sponsor Fee: \$10,000 in 2024



Balloon Sponsors



2024 Metropolitan St. Patrick's Day Parade and Run



Collateral:

- Balloon unit in parade
- Full page ad in printed programs
- Full ad in E-program downloads
- PA announcements live during the parade

Balloon Sponsor Fee: \$3,500 in 2024

Run Title Sponsor



2024 Metropolitan St. Patrick's Day Parade and Run

Collateral:

- Logo on St. Patrick's Day Parade Run T-shirts
- Full-page ad in printed programs with full ad in E-program
- Free Unit in parade

Signage:

- Logo on parade signage throughout event
- One balloon in parade with your logo
- A minimum of 20 PA announcements live during the parade

Local Media Coverage to Include:

- Television
- Radio
- Newspaper
- Magazine



Website:

- Integrated logo with link for reaching over 50,000+ unique visitors
- Further promotions can be added to the site

Social Media:

- Inclusion in organic posts on FB and Twitter
- Content and Logo in paid FB ads
- Inclusion in Instagram promotion with guest posts using step and repeat
- Expansive reach with moniker included in our Snapchat Filter
- Virtual media and streaming parade

On-site:

- 40 seats in dedicated area at the *VIP Review Stand* (area designated for corporate signage)
- 4 seats on the review stand
- 10 reservations at the *Evening with the Irish* pre-event gala

Title Sponsor Fee: \$40,000 in 2024

SOLD for 2024!

Charity Fundraising Partners



New in 2024: The 4-Leaf Clover of Impact-Community Organizations

Parade Partnerships:

- Advertising the Parade & Run through email, social media, and websites to enable direct links to registration and maximize connections (more than 500,000!)

Opportunity:

- Run participants will direct \$5 of their registration fee to one of our four (4) charities via an online selection
- Our *\$1,000 for 1,000 Deal*: every charity that obtains **1,000 registrations** will receive an additional **\$1,000**

Backstoppers at www.backstoppers.org

St. Patrick Center at www.stpatrickcenter.org

Kids Rock Cancer at www.kidsrockcancer.org

**(in memory of our honorary Run Marshall, Jeff Burton)*

Atlas Public School at www.atlaspublic.org



*Our 2023 Charity Partners included:
The Backstoppers, Inc. (top left),
St. Patrick Center (top right),
Kids Rock Cancer at Maryville (lower left),
and Atlas Public Schools (lower right)*

Charity Fundraising Partners



The BackStoppers® :

- They provide financial assistance and support to families of police officers, firefighters, volunteer firefighters, publicly-funded paramedics, and EMTs in the area that have lost their lives in the line of duty.
- They also support the first responders themselves if injured on duty.

Kids Rock Cancer:

- They help children cope with unique emotional challenges that may accompany their diagnosis of cancer or certain blood disorder(s) via the innovative use of Music Therapy.

St. Patrick Center

- They work with people, businesses, government, and more to solve homelessness for individuals and families throughout the area. They bring compassion and respect to our neighbors to improve our communities overall.

Atlas Elementary

- They are a free public charter school for curious, creative kids in St. Louis City to have personalized and small-group learning.
- Each classroom has two teachers with specialized math teachers to help for a rigorous phonics and math instruction.
- With 200 students currently in Kindergarten through 2nd grade, Atlas will grow into a K-5 school by fall 2025.



Other Opportunities



Vendor, Parade Program, and More

Vendor Booth Option 1:

\$1,750

- 10x10 tent
- 1 table
- 2 chairs

Vendor Booth Option 2:

\$2,250

- 10x20 tent
- 6 table
- 6 chairs
- 2kW Generator

Vendor Booth Option 3:

\$2,750

- 10x20 tent
- 8 table
- 8 chairs
- 5kW Generator

Clan Tent:

\$1,750

- Designated area on parade route with tent

Program Advertisement:

- *Half Page Full Color:* **\$450**
- *Full Page Full Color:* **\$550**

