

DOWNTOWN
ST. LOUIS
METROPOLITAN

St. Patrick's Day

PARADE AND RUN

2025 SPONSORSHIP
OPPORTUNITIES

A white line-art illustration of the St. Louis skyline on a dark green background. The Gateway Arch is the central focus, with the Missouri State Capitol building to its right. Other buildings of varying heights and styles complete the skyline.

SATURDAY, MARCH 15, 2025

Bringing our rich Irish history to the City of St. Louis

OUR MISSION

To bring the St. Louis region a celebration of Irish involvement in the American experience and promote the Irish Heritage, for the benefit of those in need within the St. Louis community.



Joseph B. McGlynn Jr. with mementos of St. Patrick's Day parades. He is holding an Irish walking stick and has Irish glassware, plaques and an ashtray. (Post-Dispatch Photo by Jack January)

The Metropolitan St. Patrick's Day Parade in St. Louis began in 1970, founded by Irish-Americans to celebrate Irish heritage and culture. Initially a small downtown event, it has grown into one of the largest St. Patrick's Day celebrations in the Midwest. Held annually on the Saturday closest to St. Patrick's Day, the parade is a vibrant display of floats, marching bands, dancers, and Irish-themed entertainment, drawing tens of thousands of spectators.



SHAMROCKS AND SHIRTSLEEVES: Pleasant weather and the magic of marching musicians pleased thousands of St. Louisans who watched the massive St. Patrick's Day parade along Olive Street. Ireland's Prime Minister Jack Lynch called the parade "very impressive." (Post-Dispatch Photo by Larry Williams)

Beyond entertainment, the parade fosters community pride and unity, highlighting the contributions of Irish-Americans to St. Louis' cultural history. It also supports local charities, adding a philanthropic element to the festivities. Over five decades, the Metropolitan St. Patrick's Day Parade has become a cornerstone of St. Louis' event calendar, blending tradition, culture, and community spirit.



ST. PATRICK'S DAY
PARADE

ST. LOUIS, MISSOURI

Join the St. Louis Irish as a 2025 sponsor

Whether you're a Fortune 500 company or a local business, building your brand is always top of mind – and the St. Patrick's Day Parade in Downtown St. Louis is where you want to be.



BUILD BRAND AWARENESS: Annually over 250,000 people attend our St. Patrick's Day Parade, and more than 5,000 participate in the Parade Run.



MEDIA COVERAGE: See millions of impressions through our Parade and Run Facebook, Instagram, Twitter, Snapchat, television, radio and newspaper promotions to **PROMOTE YOUR BUSINESS.**



EMPLOYEE ENGAGEMENT: Our Parade and Run are the perfect vehicles for getting employees involved, whether through volunteering, building company floats, walking the Parade route or participating in the Run as part of your corporate wellness program. Join us as a sponsor and help build your company pride.



BEST OF ALL...YOUR SPONSORSHIP IS TAX DEDUCTIBLE!

The Downtown St. Louis Metropolitan St. Patrick's Day Parade and Run is a 501c3 organization.



Premier sponsorship levels

POT O' GOLD (TITLE)

YOUR TITLE SPONSORSHIP LOGO ON
COLLATERAL AND APPAREL

TV, RADIO, NEWSPAPER AND LIVE
PARADE MEDIA COVERAGE

PROMINENT DIGITAL
AND SOCIAL MEDIA PRESENCE

PARADE DAY FLOAT AND SIGNAGE

PARADE WEEKEND VIP PACKAGE

\$40,000*

SILVER SHAMROCK

LOGO ON COLLATERAL & APPAREL

TV, RADIO, NEWSPAPER AND LIVE
PARADE MEDIA COVERAGE

DIGITAL AND SOCIAL MEDIA PRESENCE

PARADE DAY FLOAT AND SIGNAGE

PARADE WEEKEND VIP PACKAGE

\$20,000

SHINING EMERALD

TV, RADIO, NEWSPAPER AND LIVE
PARADE MEDIA COVERAGE

DIGITAL AND SOCIAL MEDIA PRESENCE

PARADE DAY FLOAT AND SIGNAGE

PARADE WEEKEND VIP PACKAGE

\$10,000

*Customizable 12-month sponsorship available.



Vendor sponsorship opportunities

PACKAGE #1

10 x 20 TENT

8' TABLE

8 CHAIRS

5kW GENERATOR

FIRST CHOICE OF LOCATION

\$3,000

PACKAGE #2

10 x 20 TENT

8' TABLES

6 CHAIRS

2kW GENERATOR

SECOND CHOICE OF LOCATION

\$2,500

PACKAGE #3

10 x 10 TENT

1 TABLES

2 CHAIRS

\$2,000

Additional sponsorship opportunities

BALLOON UNIT

BALLOON UNIT IN PARADE
LIVE EVENT PA ANNOUNCEMENTS
FULL-PAGE AD IN
PRINTED PROGRAM
FULL-PAGE AD IN
DOWNLOADABLE E-PROGRAM

\$3,500

IRISH CLAN TENT

RESERVED SPOT
ALONG PARADE ROUTE
CLAN UNIT IN PARADE
RESERVED TENT THAT HOLDS
UP TO 50 PEOPLE
DESIGNATED RESTROOM AREA

\$2,000

EVENT PROGRAM AD

HALF- OR FULL-PAGE AD
IN PRINTED PROGRAM
HALF- OR FULL-PAGE AD
IN DOWNLOADABLE E-PROGRAM

HALF-PAGE / \$450
FULL-PAGE / \$600



Corporate Village

Join us in the Corporate Village and enjoy a VIP-style experience in an exclusive area to watch the parade fun with your team.

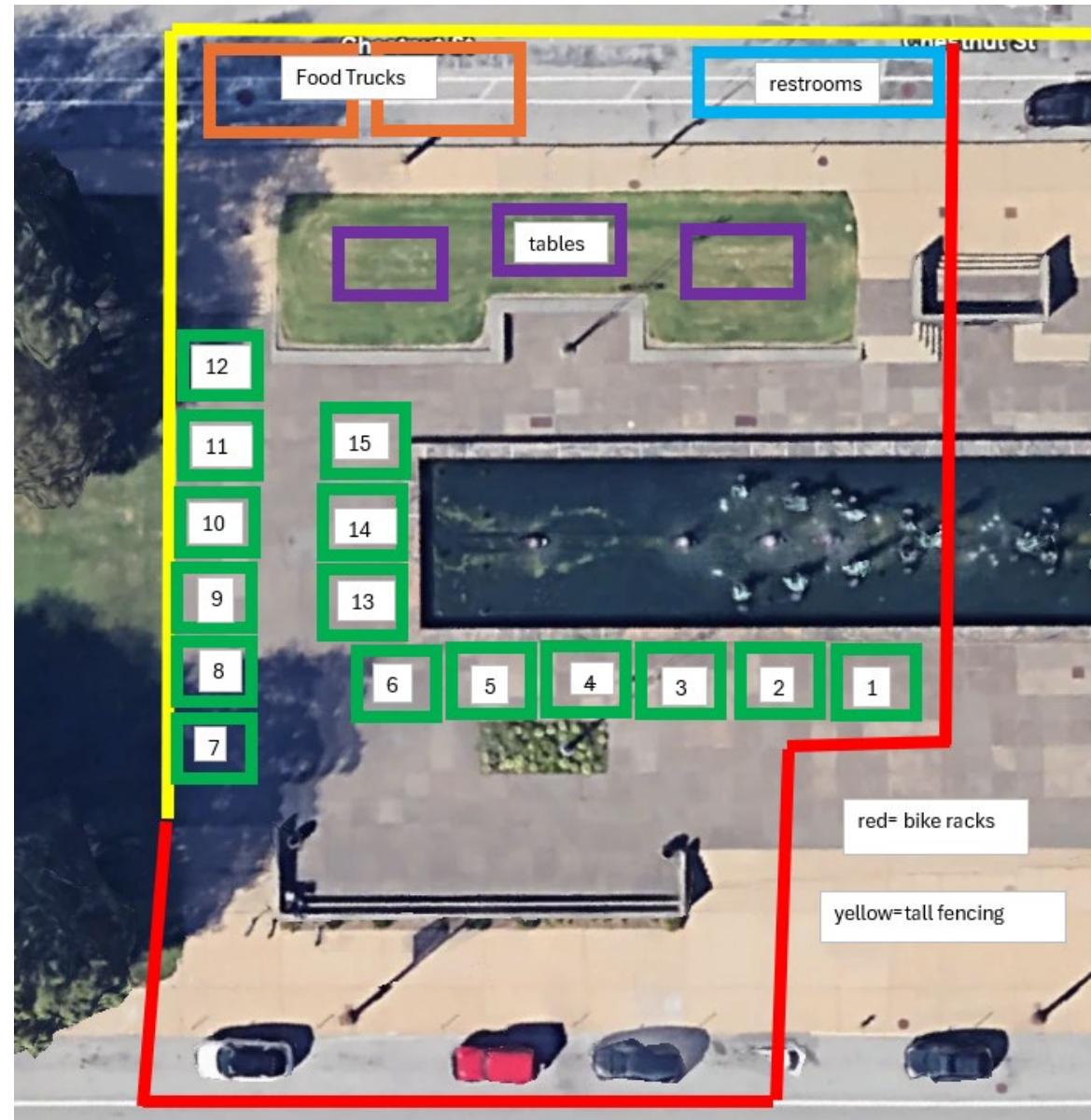
What do you get?

10' x 10' Tent

Table & chairs

Up to 30 people from your business can be there to support your brand and enjoy the parade as a team.

\$3,000



Past Parade & Run Experiences

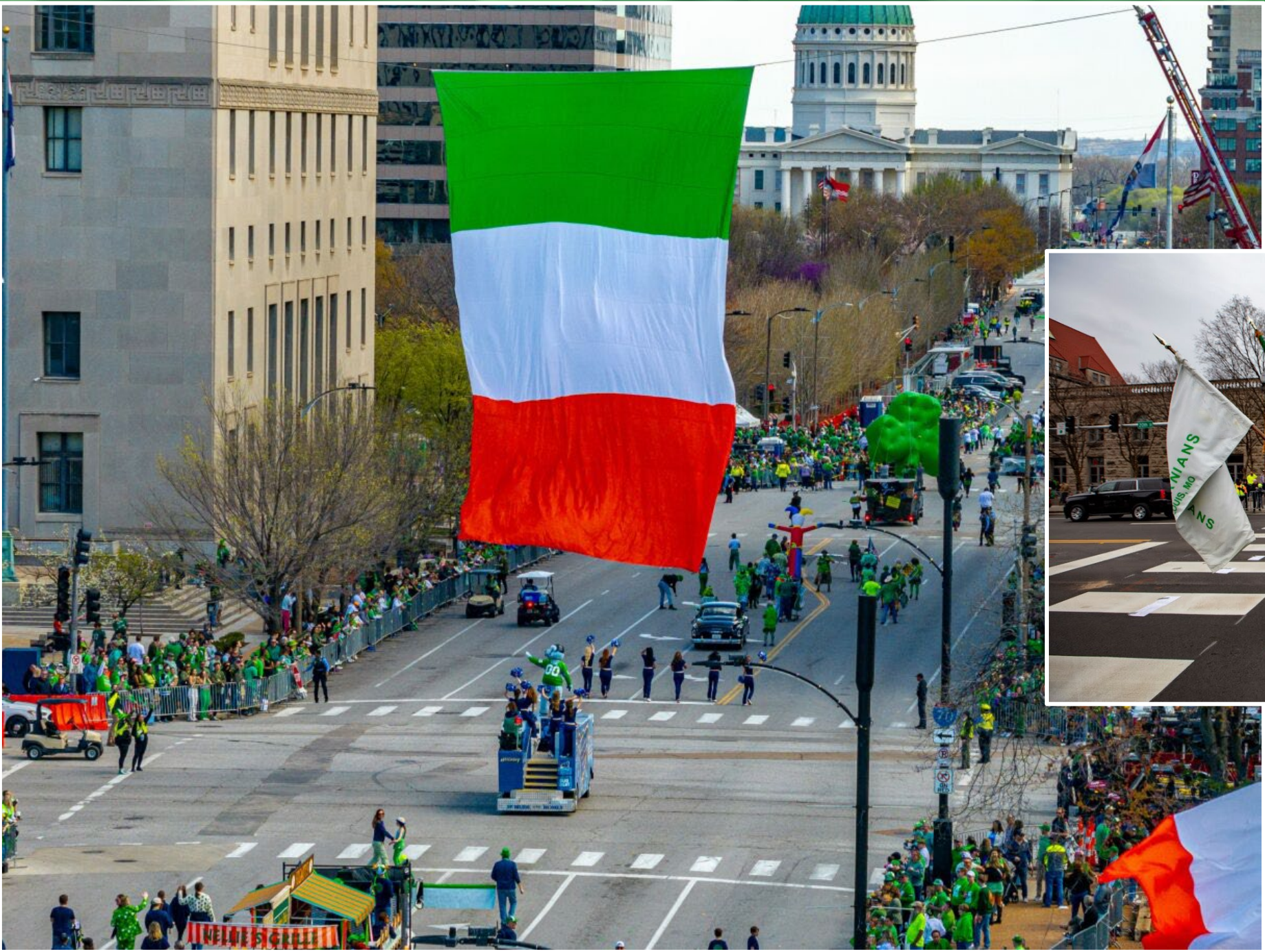
2024 Aetna Sponsorship



St. Patrick's Day Parade Run










Please contact us for more information about sponsorship opportunities

 sponsorships@irishparade.org

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