



# Raleigh St. Patrick's Day Parade & Festival

*A celebration of community and culture*

**Parade Date:** March 14, 2020

**Sponsor Deadline:** February 28, 2020

**THANK YOU** for your interest in supporting the Raleigh St. Patrick's Day Parade & Festival. Your support and participation is essential to the continued success of our annual family-friendly event.

When it first stepped off in March of 1983, a small group of enthusiastic Irish-Americans marched down Wilmington Street to the delight and curiosity of downtown residents, merchants, and shoppers. Now, nearly 40 years later, the parade is a 501(c)(3) nonprofit event organized by an independent committee of volunteers who are dedicated to promoting Celtic culture in North Carolina.

## Connect With Your Community

The 2020 parade makes its way down Fayetteville Street beginning at 10 a.m. When the parade ends, the festival begins! The street will be lined with craft booths, local vendors, and a wide variety of community organizations, and two stages will feature live music and dancing.

## Reach Local Consumers

More than 18,000 people attend the parade and festival each year. The support of these attendees has made the parade a community institution. Our partners benefit from the good feelings and positive community energy generated, as well as from the exposure to event attendees.

## Be a Part of Something Special

We deeply appreciate your support as we continue to grow our event and its positive impact on the Raleigh community. On the following page is a list of sponsorship opportunities. Have another idea? Custom opportunities are available.

Thanks again for your support. I look forward to your organization being part of this wonderful event.

Sincerely,  
Dennis O'Brien, sponsorship committee



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## THE MAIN STAGE

**\$3,500**

*Be at the center of the action!*

- Backdrop banner with your company's logo and message displayed on the main stage
- Your choice of booth space at the festival
- Be honored on the Main Stage at the festival's opening ceremony
- Live "shout outs" to the crowd throughout the day
- Hosted social media posts to our Facebook and Twitter followers—pre- and post-event!
- Listing on the festival website
- Your logo prominently featured on the event flyer

## LEADER OF THE BAND

**\$2,500**

*Lead the Wake & District Pipe Band in the parade!*

- A parade banner with your logo and message provided to announce your group's presence in the parade (two marchers needed to carry)
- Matching band kilts, sporrans, and hose for your marchers (must be returned after the parade)
- Hosted social media posts to our Facebook and Twitter followers—pre- and post-event!
- Listing on the festival website
- Your logo featured on the event flyer

## THE FESTIVAL PUB

**\$2,750**

*Your message shoulder-to-shoulder with the crowd!*

- Backdrop banner with your logo and message displayed at the pub
- Your logo opposite the festival logo on the promotional cup koozies!
- Live "shout outs" to the crowd throughout the day
- Hosted social media posts to our Facebook and Twitter followers—pre- and post-event!
- Listing on the festival website
- Your logo prominently featured on the event flyer

## LEPRECHAUN LANE

**\$2,000**

*Reach young families!*

- Banner with your logo and message on Leprechaun Lane
- Live "shout outs" to the crowd throughout the day
- Hosted social media posts to our Facebook and Twitter followers—pre- and post-event!
- Listing on the festival website
- Your logo featured on the event flyer

## THE COURTHOUSE STEPS

**\$2,500**

*Dancing all day long!*

- Backdrop banner on the Courthouse Steps stage
- Live "shout outs" to the crowd throughout the day
- Hosted social media posts to our Facebook and Twitter followers—pre- and post-event!
- Listing on the festival website
- Your logo prominently featured on the event flyer

## FESTIVAL FANATIC

**\$750**

*Sign up EARLY—limited to 5 sponsors!*

- Listing & link from Sponsors webpage, Plus a 10 x 10 Festival Space



**Sponsors are also invited to march in the parade and/or host a booth at no additional cost. Please email [info@raleighstpats.org](mailto:info@raleighstpats.org) to secure your sponsorship today.**