

# THE CITY OF FORT LAUDERDALE PRESENTS



The St. Patrick's Day Parade and Festival is back on Saturday, March 10, 2018! Become a valued partner in South Florida's preeminent St. Patrick's Family Celebration. Connect with consumers, build relationships, and drive sales and awareness at this large, ever-popular family oriented event. Join our team of sponsors and reap the marketing and goodwill rewards of this beloved community festival and parade!

The Fort Lauderdale St. Patrick's Parade & Festival, Inc. is a nonprofit 501(c)3.

## SPONSORSHIP OPPORTUNITIES

### **PARADE SPONSOR**

**SOLD!**

Past parades have been started by the likes of US Army Golden Knights Paratroopers and the Budweiser Clydesdales. The Parade boasts over 100 colorful entrants from themed floats to antique cars to marching bands, drawing intense media and spectator attention. 65,000 people viewed the parade live last year with untold thousands watching on broadcasts and websites!



## **FESTIVAL SPONSOR**

**SOLD!**

The Parade culminates at the Festival in Huizenga Plaza where an outstanding Children's Area, rich Irish Cultural Area, Main Stage featuring non-stop music, Whole Foods Market Green Zone and the Republic Systems Recycling Zone await festival-goers.

### **BENEFITS:**

- All naming rights for the Festival
- Inclusion in all media releases and print material
- Inclusion in advertising and promotion
- Logo with link on event website
- Inclusion on banners at highly visible locations around Fort Lauderdale
- Inclusion on water bills mailed to 72,000 households city-wide
- Inclusion in Social Media program
- Your banner at Festival entrance
- 10 of your banners at Festival and Parade
- 4 Invitations to the Painting of the Stripe by Mayor Jack Seiler
- 15 Invitations to all VIP and Hospitality areas
- 1 Parade Float Entry at beginning of parade
- 1 booth at Festival
- Inclusion on Government Channel 78
- Commemorative pins
- Inclusion on Sponsor Thank You banner

## **MAIN STAGE SPONSOR**

**SOLD!**

The Main Stage is the canopied Amphitheater in Huizenga Plaza and the hub of music and entertainment for the festival. Here, dancers and musicians perform throughout the day.

### **BENEFITS:**

- All naming rights for the Main Stage
- Sponsorship mentioned in all press releases and printed material
- Inclusion in advertising and promotion
- Logo with link on event website
- Inclusion on banners at highly visible locations throughout Fort Lauderdale
- Inclusion on water bills mailed to 72,000 households city-wide
- Inclusion in Social Media program
- Your banner on the Main Stage
- 2 Invitations to Painting of the Stripe by Mayor Jack Seiler
- 10 Invitations to all Event Day VIP and Hospitality areas
- 1 Parade Float Entry
- 1 Booth at Festival
- Commemorative pins
- Inclusion on Sponsor Thank You Banner

## **RECYCLING ZONE SPONSOR**

**\$10,000**

We recycle everything at this Community Parade and Festival! Children as well as adults participate in an interactive recycling fun activity that teaches how to separate recycled items for a better tomorrow. Promotional items made from recycled materials are also awarded as a take home souvenir to all those who participate .

## **HEALTHY KIDS ZONE SPONSOR**

**\$10,000**

Connect with an optimum family demographic who flock to this annual event right before the Spring/Summer season. The healthy, action –packed Kids Zone reflects the importance of family participation, and it gets bigger and better every year. Complete with pony rides, a petting zoo, puppet shows, bounce houses, games, face painters and a trackless train; it's all-day fun for kids of all ages!

## **CULTURAL AREASPONSOR**

**\$5,000**

The Cultural Area is an integral link to the essence of St. Patrick's Day and the culture of its native Ireland. Here, festival-goers learn about the history of the holiday, enjoy storytelling, family heritage mapping, and learn how to bake Irish soda bread, among other intriguing cultural activities.

### **BENEFITS:**

- Naming rights to LED video screen over the Main Stage
- Sponsorship mentioned in all media releases and print material
- Logo with link on event website
- Invitations to pre-parade VIP reception
- Your banner on the grandstand parade-side
- 10 Invitations to all Event Day VIP and Hospitality areas
- 1 Parade Float or 1 Booth at Festival
- Commemorative pins

## **GREEN ZONE SPONSOR**

**\$5,000**

We know that your company is interested in taking positive action to host the very popular “Green Zone”. This area showcases environmentally friendly companies, sustainable “Green your Routine” practices and conscious living for our planet and inhabitants.

## **SCHOOLAND MARCHING BANDS SPONSOR**

**\$5,000**

This important sponsorship underwrites the transportation fees for the schools and Middle and High School bands, as well as the iconic NYPD Pipe and Drum Band, all performing in the Parade.

## BENEFITS

- All naming rights for the School and Marching Bands Sponsor
- Sponsorship mentioned in all media releases and print material
- Logo with link on event website
- Your banner along Parade route
- Your banner at Festival
- 7 Invitations to all Event Day VIP and Hospitality areas



## JUDGE'S STAGE SPONSOR

**\$5,000**

This area is the focal point of the parade, where parade participants do their best to please the panel of judges. This area will feature prominently in all media broadcasts, as it will be located near the media.

## PARADE VIP/HOSPITALITY SPONSOR

**SOLD!**

The Parade VIP/Hospitality Sponsorship offers excellent opportunities to entertain important clients and guests comfortably. Light refreshments included.

### BENEFITS

- Sponsor banner/logo located at Hospitality Area
- Sponsor logo on website
- 10 guest passes
- Announcements from Main Stage
- Sponsor recognition on LED Screen at Festival

## FESTIVAL VIP/HOSPITALITY TENT SPONSOR

**\$3,000**

The Festival VIP/Hospitality Sponsorship is a great opportunity to entertain important clients and guests comfortably during the Festival. Light refreshments included.

### BENEFITS

- Sponsor banner/logo located at Hospitality Area
- Sponsor logo on website
- 10 guest passes
- Announcements from Main Stage
- Sponsor recognition on LED Screen at Festival

## SHAMROCK RUN 4 MILER RACE SPONSOR

**\$2,000**

All ages participate in this family-friendly half mile sprint. Each participant receives a green tuxedo shirt and a goody bag. This mob of little running leprechauns makes a great opportunity to promote your business!

### BENEFITS

- Naming rights for the Shamrock Run 4 Miler race
- Sponsor logo placement on runner's shirts
- Sponsorship mentioned on event website
- Sponsorship mentioned in media releases and print material
- Opportunity to hang banner at the race start
- Promo items in goody bags
- 6 Invitations to all Event Day VIP and Hospitality areas

## LEPRECHAUN SPONSOR

**\$500**

### BENEFITS

- Sponsorship mentioned on event website
- 2 invitations to all Event Day VIP and Hospitality areas

## BAR & RESTAURANT SPONSORSHIPS

**\$500**

Let us put your Bar or Restaurant on our Parade route map and get in on one of South Florida's favorite festivals! Sponsorship mentioned on website and 2 invitations to all. Event Day VIP and Hospitality areas.

## \*CUSTOM SPONSORSHIPS

Let us tailor a sponsorship to meet your objectives and budget and get in on one of South Florida's favorite festivals!

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