



SPONSORSHIP OPPORTUNITIES



The Tallahassee Irish Society
St. Patrick's Festival & Parade



THE TALLAHASSEE IRISH SOCIETY ST. PATRICK'S FESTIVAL AND PARADE

OVER TWENTY YEARS

We've been promoting Irish culture and heritage through arts, education and commemoration for 22 years. Our St. Patrick's Parade and Festival has become a Tallahassee centerpiece event for the entire community.

GROWING ATTENDANCE

Our estimated 2013 event attendance was over 3000. In 2014 we drew 4000, and over 5000 are expected to attend our 2015 Festival and Parade.

HUNDREDS OF VOLUNTEERS

Our volunteer corps comes together every year to promote a fun, safe, family friendly event.

A PROMOTIONAL ALLIANCE

Our alliance, including the Irish Repertory Theatre, the Tallahassee Step Dancers, and the Tallahassee-Sligo Ireland Sister City Program, all work together to promote the Festival and Parade.

BUILDUP EVENTS

Excitement for the annual Festival and Parade is built up through an annual series of musical, community and entertainment events in the weeks and months prior.

SPONSOR BENEFITS	EMERALD \$5,000	SHAMROCK \$3,000	PATRON \$1,500	FRIEND \$500	SUPPORTER \$100
HOSPITALITY					
VIP Reception & Whiskey Tasting	8 Passes	6 Passes	4 Passes	2 Passes	
Main Stage VIP Reserved Seating	8 Seats	6 Seats	4 Seats	2 Seats	
Evening Show VIP Reserved Seating	8 Seats	6 Seats	4 Seats	2 Seats	
Sponsor Tent	8 Badges	6 Badges	4 Badges	2 Badges	
Sponsor Parking	2 Passes	2 Passes	2 Passes		
PROMOTIONAL					
Your Banner	Main Stage	Parade	Tandem Race		
Sponsor Booth	Complimentary, Prime Location	Complimentary, Prime Location	Complimentary		
Logo on Festival Signage	Prominent	Recognition	Listing	Listing	
Copies of Official Program	8	6	4	2	
Presence on Print Marketing	Prominent	Recognition	Recognition	Listing	Listing
Presence on Official Website	Logo, link to your website.	Logo, link to your website.	Logo, link to your website.	Listing, link to your website.	Listing, link to your website.
Presence on Social Media	✓	✓	✓	✓	✓

In-kind sponsorships will be determined at 50% of stated value.