

2020 St. Charles



# st patrick's parade



## 2019 Demographics

- 19,000 Parade spectators yearly average
- 99 Parade entrees
- 100 Volunteers
- 900 Arcada dance show attendees
- 400 Posters & rack cards passed out to businesses & sponsors
- 1,000 Coasters passed out to all bars downtown
- 40,000 Cars per day see the 12 Main Street promotional parade banners with presenting and gold sponsor logos
- 177,885 Impressions on social media alone

Presenting Sponsor (1 Available)		SOLD	\$7,500
<ul style="list-style-type: none"><li>• Logo prominently displayed on up to six Main Street promotional parade banners for up to four weeks prior to the event, with a reach of more than 40,000 cars per day</li><li>• Company name on float. Includes a driver and space for up to 15 people to ride on</li><li>• Two dedicated social media posts featuring your company with over 16,000 followers on Facebook</li><li>• Audio recognition as Presenting Sponsor by parade emcee</li><li>• Company name on a large walking banner in front of your sponsored float</li><li>• Logo prominently placed on marketing posters, event schedule and all online communications</li><li>• Logo prominently placed in all parade print, newspaper and magazine ads</li><li>• Prominent logo placement with hotlink on the Alliance’s website</li><li>• Company name mentioned in all parade press released distributed to all local and regional media and in the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers</li><li>• Company “shout-out” in the What’s Up Downtown Podcast</li><li>• Company name in “thank you” ad</li></ul>			
Gold Level Sponsor (6 Available)			\$2,500
<ul style="list-style-type: none"><li>• Logo displayed on up to three Main Street promotional parade banners for up to four weeks prior to the event, with a reach of more than 40,000 cars per day</li><li>• One social media posts featuring your company over 16,000 followers on Facebook</li><li>• Audio recognition as Gold Sponsor by parade emcee</li><li>• Company name on a large walking banner in front of your sponsored element in parade</li><li>• Logo placement on marketing posters, event schedule and online communications</li><li>• Logo placement in parade print, newspaper and magazine ads</li><li>• Logo placement with hotlink on the Alliance’s website</li><li>• Company name mention in all parade press releases distributed to all local and regional media and in the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers</li><li>• Company name in “thank you” ad</li></ul>			
Silver Level Sponsor (8 Available)			\$1,500
<ul style="list-style-type: none"><li>• Audio recognition as sponsor by parade emcee</li><li>• Company name on a large walking banner in front of your sponsored element in parade</li><li>• Company name on marketing posters, event schedule and online communications</li><li>• Logo placement with hotlink on the Alliance’s website</li><li>• Company name mentioned in press release distributed to all local and regional media and in the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers</li><li>• Company name in “thank you” ad</li></ul>			
Bronze Level Sponsorship (10 Available)			\$1,000
<ul style="list-style-type: none"><li>• Audio recognition as sponsor by parade emcee</li><li>• Company name on a large walking banner in front of your sponsored element in parade</li><li>• Logo placement with hotlink on Alliance’s website</li><li>• Company name in the Alliance’s bi-monthly E-Newsletter emailed to over 4,000 subscribers</li><li>• Company name in “thank you” ad</li></ul>			

## Sponsorship Opportunities

The St. Patrick's Parade, hosted annually in Downtown St. Charles, has become a family tradition. Thousands of people of all ages line Main Street to watch the antics of cheerful leprechauns and the elaborate and colorful floats glide down the street. Come listen to award-winning local marching bands, pay tribute to the walking units of veterans, hear the melodic strains of the Celtic pipe bands and enjoy the St. Patrick's Parade to its fullest.

The parade steps off at 2:00 p.m. at Main Street and 6<sup>th</sup> Street. The route continues down Main Street and concludes at 4<sup>th</sup> Avenue.

## Presenting Sponsor

Every mention of the exciting event includes your company name, which adds up to tens of thousands of publicity impressions. Your company name/logo will be included in all print, electronic and traditional marketing and advertising used to promote the St. Patrick's Parade. This Downtown St. Charles event is recognized by its branded identity and offers the Presenting Sponsor the highest level of visibility and exposure. Plus, your company name/logo are prominently featured on a float which includes a driver and space for up to 15 people to ride on.

## Gold Sponsorship Opportunities



### Professional Float

Our professional float company brings more than 50 years of experience and does all of the work, while you receive all of the recognition. The professionally designed float of your choice is sure to make a big impact in front of thousands. It features decorations for St. Patrick's Day, a banner with your name on it, a driver and liability insurance. Invite up to 15 people to ride on the float and enjoy a bird's eye view from the parade route.



### Irish Dance Show at Arcada Theatre

Dance schools from around the Tri-City area will be performing on stage at the historic Arcada Theatre prior to parade kick-off. Each troupe is also invited to show off their moves by participating in the parade as it makes its way down Main Street.

Additional Sponsorship Benefits for this option include:

- Audio recognition prior to the show at the Arcada Theatre
- Opportunity for sponsor to speak to the audience prior to the show
- Opportunity to bring company signage, sampling, products or giveaways
- Sponsor may submit a 60 second video commercial to be played on the big screen before the show
- 25 reserved seats at the theatre



## Silver Sponsorship Opportunities



### **Pipe Band (4 available)**

The St. Patrick's Parade would not be complete without the many pipe bands playing the finest Celtic music to delight the parade-goers lining the streets. Chicagoland features some of the best pipe bands in the country and you could have your name on a sponsorship banner in front of one of them as they march down Main Street.



### **South Shore Drill Team**

A show stopping performance and a crowd favorite, the South Shore Drill Team is the perfect sponsorship opportunity. With over 300 performers ages 8-21, the South Shore Drill Team uses the performing arts to engage inner-city youth throughout their critical teenage years. Your sponsorship brings the Big Guard Rifles, Big Guard Flag Boys, Big Guard Girls, Cadets and the America Flag Section to our downtown and helps to support this important Chicago program.

## Bronze Sponsorship Opportunities



### **St. Charles High School Marching Bands (2 Available)**

Sponsor St. Charles North or St. Charles East High School Marching Bands as they showcase the local talent and play everything from timeless classics to contemporary hits. Support your local community by sponsoring one of these amazing marching bands.



### **BMX Bikers**

The Flat BMX Bikers were such a hit last parade; we would love to be able to welcome them back. These freestyle BMX Bikers blend artistic cycling with breakdancing all down and up Main Street. They grabbed incredible amounts of attention last year, so you won't want to miss out on this fantastic opportunity for exposure.



### **Leprechaun on Stilts**

At nine feet tall, this impressive character above the crowd keeps everyone entertained. In his bright green costume, the leprechaun moves along the parade route juggling and getting smiles from young and old alike with his interactive performance.



### **Shriners Parade Unit**

Well known for their colorful “small” parade cars and their distinctive red fez, the Shriners are an international fraternity, 600,000 strong, located throughout the United States, Canada, Mexico and the Republic of Panama. Whether it is their antique cars, mini choppers, flying carpets, aviators or big wheels, the Shriners are sure to please the young and the young-at-heart.



### **Sam the Wheeler**

Samuel Sake’s performance on the “Gym Wheel” will astound you! His favorite circus skills are juggling, walking on the globe, unicycling, tumbling, and the gym wheel. Samuel came to the United State from Ethiopia and currently lives in Chicago. Samuel is skilled in and particularly enjoys performing with the gym wheel. He has performed in the US and internationally and has competed in world championship competitions.



I would like to be a \_\_\_\_\_ level sponsor for the St. Patrick's Parade  
under the business name \_\_\_\_\_.

Print Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_