



Parade Sponsorship



As a business person, you know how difficult it is to attract customers and more importantly, how to keep their attention on your products and services. On March 19, 2017 we will be hosting our 116th St. Patrick's Day Parade in South Boston, with over a million people viewing live in person and hundreds of thousands more watching at home on TV. Imagine all of those people learning about your company, and seeing your generous support of our historical parade. Massive crowds of people come to Southie every year on this day to celebrate family, to honor their faith, to show their love of community, and to cherish their country, their freedoms, and their beloved military men and women. What better opportunity to advertise and promote your business than with the St. Patrick's Day Parade, while at the same time providing much needed support for one the biggest events in the United States? We are a self-supporting organization, with an unpaid volunteer staff of men and women, who are committed to carrying on this century old tradition.

FACTS ABOUT THE PARADE:

- Everyone is Irish on St. Patrick's Day
- Parade is viewed by more than 1 million live spectators, over a 3.2 mile route
- Televised live on NECN, with re-broadcasts and highlights available online
- Parade held continuously since 1901
- Celebrates St. Patrick, who the patron saint of Ireland of the Archdiocese of Boston
- Hosted by the South Boston Allied War Veteran's Council, a local non-profit, and recognizes Evacuation Day
- Website traffic from 153 countries worldwide, according to Google Analytics
- Proceeds from the fund-raising go towards hiring bands and other entertainment, supporting military organizations, subsidizing local schools music programs, and other well-deserving organizations. We run an almost zero balance after parade costs are paid, with only a prudent reserve left for following year's operations.

GREEN SHAMROCK - Sponsorship Level: \$500 - \$999

- Company is listed on our website as a "Green Shamrock" sponsor
- NECN announces company name in roster of our sponsors on day of parade

GOLD SHAMROCK - Sponsorship Level: \$1,000 - \$2,499

- Company is listed on our website as a "Gold Shamrock" sponsor, with link to your business website
- NECN announces company name in roster of our sponsors on day of parade
- 2 tickets to Chief Marshall's Banquet, which is held the weekend of the parade

LUCK OF THE IRISH - Sponsorship Level: \$2,500 - \$4,999

- Company is listed on our website with company information and links back to your website provided
- NECN does a special call out of your company's name, location, and services at the beginning of the parade
- 4 tickets to Chief Marshall's Banquet
- Company is invited to march in the parade, with a group of up to 12 people and minimal signage*

SOUTHIE PRIDE - Sponsorship Level: \$5,000 - \$9,999

- Company is listed on our website, with a pronounced call out for your company's information, and links back to your business website
- Mention of your company's goods and services listed on all St. Patrick's Day Parade social media outlets – Facebook, Twitter, Instagram, YouTube
- NECN does a special call out of your company's name, location, and services at the beginning of the parade.
- 8 tickets to Chief Marshall's Banquet
- Company is invited to march in the parade, and including up to 25 people and prominent signage*

BOSTON STRONG - Sponsorship Level: \$10,000 - \$19,999

- Company is listed on our website, with a pronounced call out for your company's information, and links back to your business website
- Mention of your company's goods and services listed on all St. Patrick's Day Parade social media outlets, with any videos, text, or images you wish to have posted added to our pages. (upon approval by Parade committee)
- NECN does a special call out of your company's name, location, and services at the beginning of the parade
- 10 tickets to Chief Marshall's Banquet
- Company is invited to march in the parade, with a group of up to 30 people and include signage (banners, company information, company trinkets and give-a-ways)*

CASTLE ISLAND - Sponsorship Level: Over \$20,000

- Commercial level placement on Parade's website, with premier placement on "Sponsors" page and "About Boston" page, with accompanying links to your company's website and products
- Preferred listing of your company's goods and services posted on all St. Patrick's Day Parade social media outlets, with your choice of video, photos, and/or text posted on each (upon approval by Parade committee)
- 16 Tickets to Chief Marshall's Banquet, plus 2 more tickets at the Chief Marshall's head table
- Company is invited to march in the parade, with a group of up to 40 people and include signage*
- VIP parking for up to 4 vehicles on the day of the Parade
- Attendance for up to 20 guests for the post-parade party, located on the parade route, with food served and cash bar available

BUSINESS PARTNERS

We are humbled by the support and generosity of our local businesses and service providers. If you are unable to support the Parade financially, we hope that you would still wish to offer discounts on hotel rooms, meals, products, auto rentals, or other services for the over 1 million visitors coming into Boston to participate in our events. Please mail a description of your business offerings and applicable discounts to the contact information listed below, and we will work with you to post your information on our website in the "About Boston" section.

CONTACT INFORMATION

Please mail a check, with your desired level of support, to:

South Boston Allied War Veterans Council
Attention: Francis Joyce
P.O. Box 351
South Boston, MA 02127

Or email us with any questions:
fjoyce@southbostonparade.org



**All groups wishing to march in the parade must fill out a Parade Application and adhere to the Code and Conduct rules for participants. Please send request for info to the contact above, and ask for the proper forms, instructions, and assistance.*