



SPONSORSHIP/PROGRAM PARTNERSHIP

EVENT OVERVIEW

On March 12, 2011, the 43rd Annual Delray Beach St. Patricks Day Parade pays tribute to our nations Firefighters. Delray Beach will be hosting over 400 firefighters and their families from all over the United States!!!

Join us as the **THE FIRE FIGHTIN" IRISH ST. PATRICK'S DAY PARADE AND PARTY** to salute the brave men and women fire fighters from across the country for the 43rd Annual St. Patricks Day Parade.

For forty-three years, on the Saturday before St. Patrick's Day, the streets of Delray Beach have turned green as we have hosted the largest St. Patrick's Day Parade in Florida, drawing over 85,000 attendees to the greenest partying town in Palm Beach County!

MISSION

OUR ORGANIZATION is a non-profit organization whose goal is to support community projects, charitable groups and service organizations. We contribute proceeds to local non-profit organizations with distributions going to service organizations who staff the event.

PARADE

The 43rd Annual St. Patrick's Day Parade and Party is being held in Downtown Delray Beach, beginning on Gleason Street continuing East on Atlantic Avenue.

WHEN

March 12, 2011

ATTENDANCE

85,000+

ADMISSION

FREE

CONTACT

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64-B SE 5th Avenue, Delray Beach, FL 33483
www.festivalmanagementgroup.com



SPONSOR BENEFITS

WHY BE A SPONSOR OF THE ST PATRICK'S DAY PARADE & PARTY?

The St. Patrick's Day Parade provides select national and area companies the opportunity to market their brand and products to over 85,000 festival attendees and benefit from extensive print, web, radio, street banner and television marketing of the event. The opportunity for on-site presence and direct contact with the affluent demographic that the event draws is extraordinary in the South Florida market.

We can develop a unique marketing campaign that allows your company to take maximum advantage of the broad array of advertising opportunities that the event generates.

PUBLICATIONS/ADVERTISEMENTS PLACEMENTS

Web Site

www.festivalmanagementgroup.com
200,000 visits March 2010

Radio Stations

Six radio of the highest rated stations that can target your specific demographic from easy listening to classic rock to country/western from the Treasure Coast to Miami!

TV Stations

WFLX - Fox 29

Print

Posters, magazine and newspaper ads, postcards, walking guide, maps, website, street banners

EMERALD GREEN-TITLE SPONSOR ___ \$10,000 ADVERTISING & PROMOTION

- * Logo/link on www.festivalmanagementgroup.com
- * Sponsorship exclusivity with official designation as Title Sponsor
- * Logo placement and tagged/mentions on all promotional spots
- * Title Sponsor mention in all media releases, television ads, radio spots, newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

RECOGNITION AT EVENT

- * Parade / float entry
- * Prominent on-site identification during event
- * Inclusion in all promotional mentions on air

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (television, radio and cable)
- * Permission to use mention of Parade as part of promotions
- * Co-op opportunity with local retailers

SPONSOR SERVICES

- * First rights of refusal for sponsorship renewal within 90 days of event completion



SPONSOR LEVELS

KELLY GREEN-PRESENTING SPONSOR _____ \$5,000

ADVERTISING & PROMOTION

- * Logo/link on www.festivalmanagementgroup.com
- * Sponsorship exclusivity with official designation as Presenting Sponsor
- * Presenting Sponsor mention in all media releases, television ads, radio spots, newspaper advertising, publicity posters, magazine ads/articles, brochures, flyers, web site and follow-up public relations materials

RECOGNITION AT EVENT

- * Parade / float entry
- * Prominent on-site identification during event
- * Inclusion in all promotional mentions on air

PROMOTIONAL RIGHTS

- * Company name and logo in all media promotion and advertising (television, radio and cable)
- * Permission to use mention of Parade as part of promotions
- * Co-op opportunity with local retailers

SPONSOR SERVICES

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FOREST GREEN-CONTRIBUTING SPONSOR _____ \$1,000

ADVERTISING & PROMOTION

- * Logo/link on www.festivalmanagementgroup.com

RECOGNITION AT EVENT

- * Parade / float entry
- * Up to 1 banners (supplied by sponsor) permitted in prime locations throughout event
- * Rights to distribute samples/collateral materials

PROMOTIONAL RIGHTS

- * Permission to use mention of Parade as part of promotions
- * Co-op opportunity with local retailers

SPONSOR SERVICES

- * First rights of refusal for sponsorship renewal within 90 days of event completion

PARADE 'SAINT' SPONSOR _____ \$500

RECOGNITION AT EVENT

- * Parade / float entry
- * Permission to use mention of Parade as part of promotions

Sponsor Involvement:

Air Jamaica, CBS Radio, Clear Channel Communications, Greater Delray Beach Chamber of Commerce, The Palm Beach Post, TD Bank, Delray Beach Arts, Inc., Budweiser, The Delray Beach Chamber of Commerce, Festival Management Group, The Sail Inn, Marriott, Office Depot, Downtown Development Agency, Waste Management, Vespa and the City of Delray Beach.