



BURLINGTON COUNTY

SAINT PATRICK'S DAY PARADE

Sponsor Proposal 2024

Jim Logue

Parade Director

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BURLINGTON COUNTY
SAINT PATRICK'S DAY PARADE

Dear Friends of the Burlington County St. Patrick's Parade-

The parade started back in 2004 to help highlight South Jersey's rich Irish heritage and is the only parade in South Jersey outside of the jersey shore. Now in its 20th year, the parade annually hosts over 15,000 people lining high street each year to watch the parade. Our reach extends beyond those that attend the parade through our social media outreach and other events your company could be exposed to excess of 100,000 people each year.

The parade committee is an entirely volunteer-driven organization. Without the support of sponsors like you, the parade would not be possible. Your support will not only help us to make the parade a smashing success but also highlight your company.

We look forward to working with your team to ensure that your company is highlighted to the maximum level possible. We are willing to work with you to adjust our sponsorship deals to best suit your company's needs. If you have any questions, please feel free to contact me at any time and I will be happy to answer any questions you may have.

Sincerely,

Jim Logue
President
Burlington County Saint Patrick's Parade



BURLINGTON COUNTY
SAINT PATRICK'S DAY PARADE
Executive Summary

19th Annual Burlington County St. Patrick's Day Parade

Date: March 2, 2024

Time: 10:30 A.M.-8 P.M. (Parade Begins at 1 P.M.)

Route Begins at Fairgrounds Plaza and proceeds down High Street to Washington Street ending in the Town Hall parking lot.

Features: 14 blocks, 100 parade entries, thousands and thousands of spectators, opening ceremonies, dance performances, and Irish music festival

Presented by: Burlington County St. Patrick's Day Parade Committee (an all-volunteer organization)

Past Sponsors: T.C. Irons Insurance Agency, Main Street Mount Holly, St. Andrew's Church, Environmental Resolutions, Raymond Coleman Heinold, PSEG, Walmart, and more



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The Parade

The Burlington County St. Patrick's Parade is the first parade in the Delaware Valley and kicks off the St. Patrick's Day season with over 100 entries making their way down the one-mile parade route in historic downtown Mt. Holly. A combination of Pipe Bands, Step dance groups, floats, and many other great participants greet the crowds and entertain them throughout the day.

Irish Music Festival

After the parade finishes the party continues with an Irish festival that takes place with numerous Irish bands playing on multiple stages in the heart of downtown keeping the crowds entertained well into the evening.



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Monthly Cultural Events

Every Month we will be hosting a Cultural Event. This will include Musical performances, Irish dance performances, Irish Literature, and Cultural discussions, an Irish Festival, and more.

Miss Saint Patrick Scholarship

Annually, we award at least one educational scholarship to a local student to assist them in continuing their studies. This is made possible through the support of sponsors like you.



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Sponsor Options

Gold Sponsor _____ \$2,000

As the Primary Sponsor of the Parade, your name will be the most visible and highly displayed. The Parade will be advertised as "Burlington County St. Patrick's Parade presented by your company name"

There will be a large banner at the front of the parade promoting your company and displaying your sponsorship of the parade as well as a banner on the Reviewing stand.

Your company will be listed on our website as well as all of our promotional materials, flyers, shirts & signs. You will receive a full-page ad in front of our Program Book.

Members of your company will be given prime viewing spots on our reviewing stands as well as the opportunity to briefly address the crowds from the reviewing stand. We will announce your company numerous times over the microphone during the parade.

You will have your banner at all parade events and activities.

You will receive (2) tickets to the annual Grand Marshal Dinner.

We will give your company the option after the parade of emailing all of the parade group's information regarding your company's products.

Opportunity to have your company March in the parade.

Banner Promoting your company at all events during the year including the Irish Festival, Bloomsday event and more.

Opportunity to have promotional materials and table at all events during the year.



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Silver Sponsor \$1,500

Your company will have a large banner carried in the parade showcasing your involvement in supporting our parade and be listed as the Sponsor of our Grand Marshal Dinner and Ms. St. Patrick scholarship.

Your company will be listed on our website as well as all of our promotional materials, flyer's, and signs. You or your company will receive a full-page ad in a prominent position on the back page of the Program Book.

You will have your banner at all parade events and activities.

We will also promote your company through the parade's social media outlets expanding your outreach to new customers. During the parade, we will announce your company's sponsorship over the microphone. We will provide your company with (4) tickets to the parade reviewing stand.

We will give your company the option after the parade of emailing all of the parade group's information regarding your company's products.

Your company's banner will be placed at selected events during the year such as the Bloomsday Festival and the ability to distribute promotional materials.



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Bronze Sponsor \$1,000

You will have a banner placed on one of our floats highlighting your company as a float and band sponsor. There are also limited available spots for members of your company to ride on the floats.

Your company will be listed on our website as well as some of our promotional materials, flyers, shirts, and signs. You will also receive a full-page ad in our Program Book.

We will promote your company thru the parade's social media outlets expanding your outreach to new customers.

We will provide your company (2) seats on the reviewing stand (while seats last).