



## 2023 SPONSORSHIP LEVELS & BENEFITS

The Utica Saint Patrick's Day Parade invites you to become a sponsor for the **2023 Parade**, taking place at **10 am**, **Saturday, March 11th**.

While we are offering select sponsorship packages to accommodate a range of budget sizes, we are more than happy to work with you or your organization so that you can be part of one of New York State's largest Saint Patrick's Day parades.

### UTICA SAINT PATRICK'S DAY PARADE SPONSORSHIP LEVELS & DETAILS

#### ~~PRESENTING SPONSORS – \$5,000~~

- Visible logo on parade float
- Logo on social media
- Banner recognition on parade day.
- Mentions at all events and promotional activity.
- Spot on WKTU during parade broadcast.
- Logo visible at all parade events: Happy Hours; Grand Marshal Reception; Parade Awards Party.
- Logo presence on step-and-repeat backdrop.
- Opportunity to speak at the Grand Marshal Reception.

#### SECTION SPONSORS – \$1,000

- Logo visible on print material at events.
- Section of parade named after Business/Entity.
- Logo on parade route.
- Spot on WKTU during parade broadcast.

#### PARADE START-/FINISH-MARK SPONSORS – \$500

- Logo visible at the Start and Finish marks of the parade.
- Logo visible on social media, and at all events.

#### FRIEND-OF-PARADE SPONSORS – \$100

- Logo visible on social media, and at all events.

PLEASE MAKE CHECKS PAYABLE TO: *UTICA ST. PATRICK'S DAY PARADE*

ATTN: PATRICK McGRATH · 470 FRENCH RD · UTICA, NY 13502  
UTICASTPATRICKSDAYPARADE@GMAIL.COM · (315) 725-4308 OR (609) 238-1395