



2024 SPONSORSHIP LEVELS & BENEFITS

The Utica Saint Patrick's Day Parade invites you to become a sponsor for the **2024 Parade**, taking place at **10 am, Saturday, March 16th.**

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.

To fully benefit from your sponsorship package, please email a high-res, large-scale graphic of your logo, along with three or more bullet points/fun facts about your company/organization to UTICASTPATRICKSDAYPARADE@GMAIL.COM.*

Thank you!

*ACCEPTABLE GRAPHIC FORMATS: JPG, PNG, SVG AI, EPS, OR TIFF; PREFERABLY 300-DPI RESOLUTION WHEN FILE IS SCALED TO 100%.

UTICA SAINT PATRICK'S DAY PARADE SPONSORSHIP LEVELS & DETAILS

PRESENTING SPONSORS – \$5,000

- Visible on ALL parade correspondences, print materials, promotional items and social media.
- Banner recognition on parade day.
- Mentions at all events and promotional activity.
- Spot on WKTV 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 WKTV during parade broadcast.

PARADE ROUTE 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

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

ALL DONATIONS ARE TAX DEDUCTIBLE · WE ARE A 501(c)(3) ORGANIZATION