

**Saturday, March 21<sup>st</sup> and Sunday, March 22<sup>nd</sup>**



**is St. Patrick's Day Weekend!**

**Q. How Can YOU  
Support and Participate  
in this exciting  
Community Event  
while Maximizing  
Marketing and Advertising  
\$ Dollars \$?**



**A. Become a Sponsor!  
Television • Marching Band • Road Race**



**Help us celebrate the 64<sup>th</sup> Annual Holyoke St. Patrick's Day  
Parade & 40<sup>th</sup> Annual St. Patrick's Day Road Race!**

**St. Patrick's Committee of Holyoke, Inc. Marketing & Sponsorship Team:  
Sheila Moreau • Jim Leahy • Jennifer Cooper • Kelly McGivern**

# Reasons For YOU to be a Sponsor for the 64<sup>th</sup> Annual Holyoke St. Patrick's Day Parade & 40<sup>th</sup> Annual St. Patrick's Day Road Race!

## ♣ OPPORTUNITY to SHARE your message with OVER ONE MILLION People

- A culturally and racially **DIVERSE** group of spectators and participants
- Spectators and participants come from **all over the NORTHEAST**.
- Marketing exposure to **OVER ONE MILLION** people:
  - 400,000+ spectators lining the Parade Route
  - 1.2 Million + viewers tuning in to watch the LIVE broadcast of the Parade on PBS WGBY and later Comcast On Demand®; AND STREAMING LIVE INTERNATIONALLY ON WGBY.ORG
  - 20,000+ parade marchers, band members, dignitaries and other dedicated participants.;
  - 6,000+ Road Race runners & 50,000 spectators
- **42% of TV's in this media market** tune in to the Parade TV Broadcast (Arbitron Survey, 2009); This year's broadcast will be available via satellite to our area and to many other media markets across the country.



## ♣ St. Patrick's Road Race

- 6,000+ runners (and their families and friends) and 50,000 spectators
- Downtown St. Patrick's Day Party at Finish Line with 15,000 people after the Road Race for the rest of the day/night
- Runners are from 32 U.S. States as well as from Africa and Europe

## ♣ Special Events

- Grand Marshal Reception, Coronation Ball, Awards Dinner, Ambassador's Breakfast, JFK Dinner, Halfway to St. Patrick's Day Run, Golf Tournament, JFK Wreath Laying, Bishop's Mass, Televised Mass
- Events honor National, International and Local Award Winners

## ♣ SUPPORT one of the LARGEST St. Patrick's Day Parades in the Country!

The Holyoke St. Patrick's Day Parade is a **NON-PROFIT** event comprised of more than 20,000 marchers, 25 to 30 floats and 35 to 40 bands. Your contribution helps to...



- Advance the major economic engine The Parade provides to this area (see below)
- Cover the costs of the events leading up to the Parade, the Parade itself and its Telecast and the Road Race
- Keep this essential community event thriving!

## ♣ CAPITALIZE on the \$20 Million+ of annual revenue related to the Parade (According to 2012 Economic Impact Study by UMASS Donahue Institute)

- ♣ Retailers – decorations, food, clothing, gas, gifts, etc.
- ♣ Restaurants, Coffee Shops & Pubs
- ♣ Banquet facilities
- ♣ Transportation
- ♣ Hotels
- ♣ Media - Newspapers, Television, Radio advertisements

- ♣ Float and sign builders
- ♣ Tax revenue
- ♣ Printers
- ♣ Street vendors
- ♣ Tourism
- ♣ Photography Studios



# 2015 Holyoke St. Patrick's Day Parade and Road Race Sponsorship Opportunities

## BAND Sponsorship:

### Musical Unit Sponsorship

- *BANNER with company logo as sponsor in front Musical Unit– seen by 400,000+ on-street spectators!*
- *The sign can be carried by employees/staff/representatives, if desired. This banner is seen on the telecast (viewership of 1.2 million) which is also LIVE STREAMED on WGBY.org and put on Comcast's On Demand® where it has proven to be the most “demanded” show in the March / April period.*
- *Name recognition and advertisement announcement during the Parade telecast as the Division sign passes-by (telecast viewership is 1.2 million)*
- *Entire Parade is LIVE STREAMING on [www.WGBY.org](http://www.WGBY.org) on Parade Day*
- *Sponsorships range in cost depending on caliber and rating of musical unit*



## Television Sponsorship:

### Television Broadcast Sponsorship

- *TV Sponsorship of the Parade includes FOUR, 15-second sponsorship advertisement announcements (commercials) during the Parade telecast.*
- *Signage at the staging area on Northampton St. which serves as background for the ENTIRE Parade telecast. The telecast is also put on Comcast's On Demand® where it has proven to be the most “demanded” show in the March/April period.*
- *Broadcast to an audience of 1.2 Million AND live-streamed on WGBY.org*

## Road Race Sponsorship:

- *Start and Finish Line Banners in the downtown Corridor along Hampden Street  
3ft/10ft Banners - (seen by 6,000+ runners and 15,000+ at the Block Party)*
- *Mile Markers – 1ft/3ft Signs -*

### Locations:

1. Entrance to 391
2. Hillside/Westfield RD
3. Westfield/Homestead
4. Homestead/Cherry
5. Holyoke High
6. Griffin's corner

*\*6,000+ runners will see the Mile Markers – as well as spectators in those areas*

*\*\* Take advantage of Sponsoring a Mile Marker: have music, band, excitement at the Mile marker – be creative and make it fun for the runners!*



## Special Events:

- *Advertising opportunities at events such as the Awards Dinner, Coronation Ball, JFK Award Reception as well as in the VIP Viewing Room and at the Party After the Parade*
- *Sponsorship amounts vary*
- *Program Book: Contact Kathy Lynch [klynch@lajusticeprinting.com](mailto:klynch@lajusticeprinting.com) to place an ad in the Parade Program Book*

*\* Sponsorships over \$2,000 include tickets to the VIP VIEWING ROOM at the Yankee Pedlar. These VIP tickets are for entry to the “best seat in the house” for viewing the Parade – overlooking the corner of Northampton and Beech Streets. Enjoy complimentary wine, beer and a delicious lunch buffet while NETWORKING with Parade Award Winners, Parade Committee members and Sponsors & their families. (Number of VIP tickets depends on level of Sponsorship).*

**Please Note: The St. Patrick's Committee of Holyoke is a Non-Profit organization (501C3). For more information/costs please contact Sheila Moreau 617.839.2217 [Sheila.Moreau@gmail.com](mailto:Sheila.Moreau@gmail.com) or Jim Leahy 413.537.4200 [leahy413@gmail.com](mailto:leahy413@gmail.com)**