

2018 CORPORATE SPONSORSHIP KIT  
SATURDAY, MARCH 17, 2018



TODAY WE ARE  
**DALLAS**  
 **IRISH**



# 39TH ANNUAL DALLAS ST. PATRICK'S PARADE & FESTIVAL SATURDAY, MARCH 17, 2018

## 2018 SPONSORSHIP OPPORTUNITIES:

Presented by the Greenville Avenue Area Business Association (GAABA), a Texas 501(c)3 Not for profit organization

### A Tradition of Giving:

Parade Proceeds Benefit the GAABA Scholarship Fund. More than \$115,000+ in scholarship money has been awarded to Dallas ISD students.

### The Parade:

Saturday, March 17th, 2018 - 11:00am  
Largest St. Patrick's Parade in the Southwest!  
Step Off: Greenville Ave. @ Blackwell St.  
Parade End: Yale Blvd/SMU Blvd @ 75 Central Expressway

- 130,000 Attendance
- 2.2 Mile Route
- More than 90 Parade Float Entries
- More than 1,700 Parade Participant

### The Branding:

The 2018 Media Partners included all iHeart Radio stations, The Dallas Morning News, and CW33.

The 2018 Parade is honored to welcome back iHeart Radio, and CW33 as our continuing Official Media Partners. Estimated Campaign valued at more than \$375,000+

Website: [dallasstpatricksparade.com](http://dallasstpatricksparade.com)

Social Media: Facebook, Twitter, Pinterest

Public Relations: Press Conference Scheduled for March 15, 2018  
Location: TBD (Sponsor driven)

Branding Opportunities Include:

- Greenville Ave Branded Street Banners
- Press Conference Integration (Pre-Post)
- Official/Exclusive Tailgate Sponsor Sections
- Official Customized Merchandizing Opportunities
- Social Cause Marketing Integration
- Sampling Opportunities
- VIP Accommodations
- Logo Branding on Parade Barricade Wraps
- Integration of Sponsor Marketing Plan
- Sponsor exclusive use of Parade Mark/Logo
- Integration with Parade Retail Partners and Merchants
- Integration 2018 Official Media Partners

### The Festival:

DSPP&F Official Festival Zone: Office Depot /CVS Parking Lot

- Hours: 9:00am - 3:00pm
- Exhibitor/Sponsor Booths
- Media Partners
- Food Trucks
- Kids Activities

DSPP&F Brew Fest: Office Depot Parking Lot

- Hours: 9:00am - 3:00pm
- Premium and Domestic Ales
- Food Trucks
- Exhibitor Booths
- DJ Platform(s)

DSPP&F Tailgate Section: CVS Pharmacy

- VIP Tailgate Accommodations
- Private Gated Area, Concessions, Port-a-pots
- Credentials Only Area
- Limited to only 24 Parking Spaces



# 2018 Sponsorship Levels:

## NAMING RIGHTS SPONSOR:

Contribution: \$140,000

- Parade & Festival events to be officially coined the "Sponsor Name" Dallas St. Patrick's Parade & Festival
- Company Logo Lock within Parade Mark
- Full Integration/Activation in all Parade Festivities, Marketing Campaign, Social Media, Merchandizing and Public Relations Campaign
- Full VIP Concession and Amenities
- Industry Exclusivity
- Right of first refusal 2019

## OFFICIAL SPONSOR:

Contribution: \$20,000 - \$30,000  
\$40,000 (Industry Exclusive)

- Official Sponsor of the DSPP & Festival
- Prominent inclusion in all festival events
- Sponsor responsible for full on site brand activation of allocated space(s)
- Space allocation TBD by sponsors needs
- Prominent Logo Inclusion in all Marketing Materials
- Two (2) Parade Floats (provided by sponsor)

## BRAND AMBASSADOR SPONSOR LEVEL: Contribution: \$10,000

- One (1) 20x20 Exhibitor Space at sponsor selected Festival Area
- Logo inclusion in all Marketing platforms
- Sponsor responsible for brand activation

Custom Sponsorship Packages Available Upon Request

Additional Sponsorship Opportunities:

Naming Rights:

- Brew Fest(s): \$20,000
- Tailgate Sponsor (2): \$7,500 (2)

## 2017 Sponsors



## For More Information Contact

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