A Tradition of Giving:
Parade Proceeds Benefit the GAABA Scholarship Fund.
More than $200,000+ in scholarship money has been awarded to Dallas ISD students.

The Parade:
Saturday, March 14th, 2020 – 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 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

The Branding:
The 2020 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
Social Media: Facebook, Twitter, Pinterest
Public Relations: Press Conference Scheduled for March 12, 2020
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 2020 Official Media Partners
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): $10,000
- Tailgate Sponsor (2): $7,500 (2)

2019 Sponsors

For More Information Contact

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