



THE GREATEST ST PATRICK'S DAY PARADE IN THE NATION

BE A PART OF ONE OF ST. PAUL'S
FAVORITE TRADITIONS



@STPATSMN





“

IT WAS A BITTER, COLD DAY DURING THE WINTER CARNIVAL. SOME OF BOB GALLIVAN'S PALS STOPPED BY HIS PUB TO GET OUT OF THE COLD AND HAVE A DRINK.

“LET'S HAVE A SAINT PATRICK'S DAY PARADE,” EXCLAIMED BOB GALLIVAN, RESTAURANTEUR, GALLIVAN'S IRISH PUB. "BEFORE WE GET TOO OLD.”

AND SO, IT WAS AND STILL IS TODAY.

”



Who we are

Since 1967, the St. Patrick's Association, Inc (SPA) has been organizing and sponsoring the greatest St. Patrick's Day parade in the nation through the help of volunteers, sponsors, and partners.

Yes, we are Irish, and darn proud of it! We are also a 501(c) (4) non-profit organization based in St. Paul, Minnesota - the heart of all things Irish Culture and heritage here in Minnesota.

Our mission each year is to fund and organized St. Paul's St. Patrick's Day parade, always held on March 17th, while spreading Irish cheer and giving back throughout the Twin Cities all year long.



Where the dollars go

The parade. This is a big-time event that comes with some big-time expenses, including permit fees, police protection, traffic control, and sanitary facilities.

The public. We endeavor to continue our efforts to spread Irish cheer well after the parade has ended. Once the parade is paid for, all additional proceeds go to local Twin Cities charities like [Little Sisters of the Poor](#), [Dorothy Day Place](#), [Gillette Children's Foundation](#), [Our Lady of Peace Home](#), [St. Paul Fire Department](#), and more. Our goal is to donate at least \$10,000 each year to keep paying it forward!



And Supporting Events. Throughout the year we host multiple fundraising events that have become traditions for the Irish community.



Big Button Reveal & Auction



Wearing of the Green Dinner



Miss Shamrock Coronation



Post-Parade Hooley



Shamrockin' Bowling Tournament

Ways To Partner



Monetary Donation & Sponsorship

We have a several different options and levels to fit your budget and desired level of participation. *See the next page for more details.*



Be an Event Host

Host one of our fundraising events at your establishment.



Donate Gifts & Prizes

Our fundraisers always need great items to raffle or auction off. Donate a gift basket, gift certificate, merchandise, etc.



Become a Designated Button Buying Location

Help us raise funds, attract new customers, and make your own money by selling our commemorative button at your location.

- *Purchase button bags at the discounted price of \$75 per bag of 25 buttons*
- *Buttons are sold at \$5 per unit, making you \$2 per button in profit.*



Media Partner

Help us spread the word about our mission and promote the greatest parade in the nation. *Contact stpatsmnmedia@gmail.com for more information.*



Reach out!

We love to collaborate with our sponsors and the public to achieve our mission.

Sponsorship Levels

Sponsorship not only puts your organization in front of thousands at the parade but also throughout the year at our annual events and through our social media following.

		EMERALD (\$5,000+)	GOLD (\$2,500-\$4,999)	CLADDAGH (\$1,000-\$2,499)	SHAMROCK (\$500-\$999)	CELTIC (\$250-\$499)
Events & Parade	Recognized at all major fundraising events (E.g., listed on table tents and event programs, podium shout-outs and thank yous)	✓	✓	✓	✓	✓
	Free unit in the St. Patrick's Day Parade (Required to complete the online Parade Unit Application. No payment required. Visit stpatsmn.org to register.)	✓	✓	✓	✗	✗
	Logo displayed on our parade banner , carried and displayed at multiple parades and events, including the St. Patrick's Day Parade	✓ Large (8"x8")	✓ Small (5"x5")	✗	✗	✗
	Table for 10 at the Wearing of The Green Dinner (Required to register in advance. Instruction and Promo Code will be provided.)	✓	✓	✗ 5 Tickets	✗ 2 Tickets	✗ 2 Tickets
	Button Blitzing* "Sponsor of the Night" for one night (Optional) Tagged in all social media posts related to that night. <i>All Restaurants & Bar are guaranteed either the first or last spot of their designated blitzing night, if secured before January 15.</i>	✓	✓	✗	✗	✗
	Special Event Sponsor (Optional) (E.g., Bagpipe Night, Shamrockin' Blowing Tournament, summer parades, Halfway to St. Pats, and more)	✓	✗	✗	✗	✗
Digital & Promotional	Recognized with your URL on our website	✓ Large	✓ Large	✓ Small	✓ Small	✗
	Social Media Shout-Outs and Thank yous	✓	✓	✓	✓	✓
	Social Media Post Re-sharing during Blitzing Season (Feb-Mar)**	✓ 1 per week	✓ two	✓ two	✓ one	✗
	Ad on the jumbotron at our Post-Parade Hooley at CHS Field	✓ Display or Video	✓ Display	✓ Display	✗	✗
	One dedicated social media post promoting your business during Blitzing Season (Feb-March)**	✓ Boosted	✓	✗	✗	✗
	Included in all digital and print ads with our media partners	✓	✓	✗	✗	✗

*Button Blitzing is what we affectionally call our weekly fundraising crawl of the Twin Cities. For the six weeks leading up to St. Patrick's Day, our Association visits local establishments throughout the Twin Cities, selling our commemorative buttons and spreading Irish cheer.

**Sponsors will be connected with our Social Media Manager to make arrangements.

Be Our Big Button Buyer

Each year we kick off our fundraising season in a big way with the Big Button Reveal & Auction. This event is where we unveil the newest commemorative button design and award the first button sold in super-sized form to the highest (pre-arranged) bidder. The event is concluded with a live auction featuring a wide range of donated items.

Benefits to being a Big Button Buyer:

- Recognized as an Gold Level Sponsor
- A large, mounted version of this year's button to proudly display at your establishment as a supporter of the St. Patrick's Association
- The option to host our Big Button Reveal & Auction Event at your business.

Starting Cost: \$1,500



Help Keep The Party Going

AT THE POST-PARADE HOOLEY

Hooley / ('hülē) / an Irish party usually with music

Our new annual tradition, the Ballpark Hooley, is our way to keep the Irish celebration going after the greatest St. Patrick's Day parade in the nation.

Each year, we invite all our parade attendees, parade units, and everyone else in St. Paul and beyond to join us at CHS Field, near the end of the parade route, to keep the party going with live music, Irish dancers, food, drinks, and more.

Not only is the Ballpark Hooley a fun time, but it also helps us continue to raise money for next year's parade and our local charities. (Our goal is to give at least \$10K each year back to our community).

How can you help and get involved?

- Become a Hooley Specific Sponsor
- Volunteer
- Sign up for a vendor booth where you can sell merchandise and promote your business or organization

Reach out to learn more
about available sponsorship opportunities!





Contact Our Corporate Sponsor Committee

to learn more and arrange your St. Patrick's Day Association sponsorship

EMAIL: stpatsmn@gmail.com

OR SCAN TO LEARN MORE



www.stpatsmn.org

@STPATSMN

