



39th Annual
Saturday, March 12, 2005
12 noon
Downtown Milwaukee

Sponsorship Levels

EMERALD – PRESENTING SPONSOR

\$10,000 and Above

Exclusivity for your company's product or service as an official sponsor of the 39th Annual St. Patrick's Day Parade.

- Company name and logo identified most prominently on 40,000 Parade brochures, 30,000 Run registration brochures, 3000 Run t-shirts and 1000 posters.
- Company name, logo and link on Parade website.
- Company name and logo identified most prominently in all advertising including Channel 12, OnMilwaukee.com, Shepherd Express, Milwaukee Journal-Sentinel, CNI Newspapers and Key Milwaukee Magazine.
- Inclusion in media kits and press releases.
- Tickets to the St. Patrick's Parade VIP viewing area.
- VIP Parking.
- Tickets to the ShamROCK in Westtown kickoff party and the Post Parade Party at the Irish Cultural and Heritage Center.
- Tickets to the 1843 Awards Dinner.
- Presentation of sponsor award at the event.
- Sponsor banner in Parade with placement in front of a premier unit of choice.
- First right of refusal for 2004 Presenting Sponsorship.

GREEN

\$7,500 and Above

Your company's product or service as an official sponsor of the 39th Annual St. Patrick's Parade.

- Company name and logo identified prominently on 40,000 Parade brochures, 30,000 Run registration brochures, 3000 Run t-shirts and 1000 posters.
- Company name, logo and link on Parade website.
- Company name and logo identified prominently in all advertising including Channel 12, OnMilwaukee.com, Shepherd Express, Milwaukee Journal-Sentinel, CNI Newspapers and Key Milwaukee Magazine.
- Inclusion in media kits and press releases.
- Tickets to the St. Patrick's Parade VIP viewing area.
- VIP Parking.
- Tickets to the ShamROCK in Westtown kickoff party AND the Post Parade Party at the Irish Cultural and Heritage Center.
- Sponsor banner near the front of the Parade.

WHITE

\$5,000 and Above

Your company's product or service as an official sponsor of the 39th Annual St. Patrick's Parade.

- Company name and logo identified prominently on 40,000 Parade brochures, 30,000 Run registration brochures, 3000 Run t-shirts and 1000 posters.
- Company name, logo and link on Parade website.
- Company name and logo identified prominently in all advertising including Channel 12, OnMilwaukee.com, Shepherd Express, Milwaukee Journal-Sentinel, CNI Newspapers and Key Milwaukee Magazine.
- Inclusion in media kits and press releases.
- Tickets to the St. Patrick's Parade VIP viewing area.
- VIP Parking.
- Tickets to the ShamROCK in Westtown kickoff party AND the Post Parade Party at the Irish Cultural and Heritage Center.
- Sponsor banner near the front of the Parade.

ORANGE**\$2,000 and Above**

Your company's product or service as an official sponsor of the 39th Annual St. Patrick's Parade.

- Company name and logo identified prominently on 40,000 Parade brochures, 30,000 Run registration brochures, 3000 Run t-shirts and 1000 posters.
- Company name, logo and link on Parade website.
- Company name recognition in print and internet advertising.
- Inclusion in media kits and press releases.
- Tickets to the St. Patrick's Parade VIP viewing area.
- VIP Parking.
- Tickets to the ShamROCK in Westtown kickoff party OR the Post Parade Party at the Irish Cultural and Heritage Center.
- Sponsor banner in the Parade.

SHAMROCK**\$1,000 and Above**

Your company's product or service as an official sponsor of the 39th Annual St. Patrick's Parade.

- Company name identified on 40,000 Parade brochures and 1000 posters.
- Company name, logo and link on Parade website.
- Company name recognition in print and internet advertising.
- Inclusion in media kits and press releases.
- TWO Tickets to the ShamROCK in Westtown kickoff party OR the Post Parade Party at the Irish Cultural and Heritage Center.
- Sponsor banner in the Parade.

BLARNEY**\$500 and Above**

Your company's product or service as an official sponsor of the 39th Annual St. Patrick's Parade.

- Company name identified on 40,000 Parade brochures and 1000 posters.
- Company name, logo and link on Parade website.
- Company name recognition in print and internet advertising.
- TWO Tickets to the ShamROCK in Westtown kickoff party OR the Post Parade Party at the Irish Cultural and Heritage Center.

CLADDAGH**\$250 and Above**

Your company's product or service as an official sponsor of the 39th Annual St. Patrick's Parade.

- Company name, logo and link on Parade website.
- TWO Tickets to the ShamROCK in Westtown kickoff party OR the Post Parade Party at the Irish Cultural and Heritage Center.