

Martin City's 23rd Annual St. Patrick's Day Parade Will Again Be An Irishpalooza

The Martin City Business and Community Association (MCBCA) and Parade Committee will host the 23rd Annual St. Patrick's Day Parade and Irishpalooza Festival on Sunday, March 14, 2010, from 11 a.m. to 4 p.m. As a business or individual in the Martin City region, we're inviting you to be a part of this extraordinary day.



Irishpalooza (meaning "an Irish Extravaganza") has become Martin City's signature event, showcasing a day full of creative Irish spirit and family fun. This not-to-be-missed experience will feature live entertainment, outdoor food and beverage sales and children's activities, including a Prince and Princess contest for the little ones. All of these activities will revolve around the main historical event – the Martin City St. Pat's Parade, kicking off at 2 p.m. Complete with colorful floats, classic vehicles, musicians, animal units, large balloons and special guests, the parade last year attracted about 100 entries and more than 25,000 spectators!

Here are ways YOU can get involved!

Become a Cash or In-Kind Sponsor

On March 14, many thousands of potential consumers will be perched along 135th Street in Martin City. They'll be there for a number of hours, enjoying a wide range of activities and entertainment. What better way to promote your presence as a supportive Martin City area business than on the day of the town's biggest event!

We offer many levels of sponsorship or can customize a sponsor package to fit your needs. In addition, we will work with you to help you create the best way to showcase your business or organization. All sponsors will have their name displayed on the official Irishpalooza website. Sponsorship levels are listed at the end of this document.

Participate in the Parade

Grab your friends, family and co-workers, and show your community support by being part of the parade. Get creative – build a float, get in costume or decorate a vehicle. We can help you in coming up with the perfect idea. Go to the parade website, www.irishpalooza.com, to download the parade entry packet/application.

Become a Volunteer

We have many opportunities staffing booths, assisting with logistics and more – it's easy and FUN!

Spread the Word

Display festival posters/flyers in your office, business or organization. Forward this information to your friends, family and coworkers.



SPONSORSHIP OPPORTUNITIES

\$100 **Friend of Irishpalooza**

- ✓ Business name displayed on the official website, www.irishpalooza.com
- ✓ No-charge inclusion of your business in a merchant coupon book, 3000 of which will be distributed on parade day at various locations in and around Martin City

\$250 **Shamrock Sponsor**

- ✓ Business name displayed on the official website, www.irishpalooza.com, as well as a link on our website to your business website and/or email for one year
- ✓ No-charge inclusion of your business in a merchant coupon book, 3000 of which will be distributed on parade day at various locations in and around Martin City
- ✓ Free Parade entry

\$500 **Irish Spirit Sponsor**

- ✓ Business name displayed on the official website, www.irishpalooza.com, as well as a link on our website to your business website and/or email for one year
- ✓ No-charge inclusion of your business in a merchant coupon book, 3000 of which will be distributed on parade day at various locations in and around Martin City
- ✓ Free parade entry
- ✓ Your business logo on official parade posters

\$1000 **Pot-of-Gold Sponsor**

- ✓ Business name displayed on the official website, www.irishpalooza.com, as well as a link on our website to your business website and/or email for one year
- ✓ No-charge inclusion of your business in a merchant coupon book, 3000 of which will be distributed on parade day at various locations in and around Martin City
- ✓ Free parade entry
- ✓ Your business logo on official parade posters, as well as in all parade advertising, including reference to your business in any promotional media events

Customize Your Sponsorship

We will work with our sponsors to create the best way to showcase their business or organization. Opportunities are also available to sponsor individual events or areas of activity during Irishpalooza. Examples include sponsorships for the Irish Idol – Karaoke Style competitions, winning parade entries, the Prince and Princess Contest, the Children's Area and more. Every sponsorship, regardless of level, will be listed on the official Irishpalooza website.

Questions? Check the website or contact Mary Nestel, parade director, at 816-361-6442, mary.nestel@irishpalooza.com

