



2012 Seattle St. Patrick's Day Parade and Irish Week Festival

Recognized by USA Today as one of the top ten St. Patrick's Day Celebrations in America

SPONSORSHIP OPPORTUNITIES



European Union Ambassador to the U.S. and former Irish Prime Minister John Bruton, with Parade Chair John Keane, Washington Governor Chris Gregoire, and Irish Government Minister of State John McGuinness TD, before the start of Seattle's St. Patrick's Day Parade.

Overview

Sponsorship of the annual St. Patrick's Day Parade in downtown Seattle (Saturday, March 17) and Irish Week Celebration at the Seattle Center's Exhibition Hall (Sat, March 17, Sun, March 18) and other Irish Week Events can deliver an estimated 13 million impressions to a family oriented audience in the #14 U.S. media market.

Seattle's St. Patrick's Day Parade

Recognized as one of the Top 10 St. Patrick's Day Festivals in America, Seattle's St. Patrick's Day Parade regularly attracts some 20,000 spectators along a 12-block Fourth Avenue parade route from Fourth & Jefferson to Westlake Park in downtown Seattle. The parade annually includes over 2,000 marchers including bands, drill teams, floats and other entertainers from across Washington state. Among the annual favorites are the Seafair Clowns, Seafair Pirates, Keystone Cops, Seattle Seahawks Blue Thunder Drum Line, Seattle Sounders Soundwave Marching Band, high school bands and drill teams and celebrities. Date: Saturday, March 17 (12 noon to 2 p.m.).

Irish Festival at the Seattle Center's Exhibition Hall

Seattle's Irish Festival, a part of Festal at the Seattle Center (in the Exhibition Hall), attracts some 15,000 participants each year. The two-day festival includes non-stop Irish music, singing, dancing, workshops, lectures, cultural displays, children's contests and other activities, including artisans selling Irish and Celtic products. The most popular activities include Champion Irish Stepdancers, the "Smilingest Irish Eyes" Contest, the "Most Irish-Looking Face" Contest, and the Irish Reels Film Festival of contemporary Irish short films. Date: Saturday, March 17, Sunday, March 18.

Other Irish Week Events

Irish Genealogy Conference (Sun. March 11), Irish Soda Bread Contest (Sat. March 10), Irish Week Proclamation Luncheon (Fri. March 16), Laying 'O The Green on Seattle's Fourth Ave. (Fri. March 16), Matt Talbot Dinner (Sun. March 11), Society of The Friends of St. Patrick Dinner (Fri. March 16).

Value Proposition

Value-based sponsorship opportunities for a mid-spring, family civic festival in Seattle's community. Opportunity to align your brand with one of Seattle's most enduring civic family oriented festivals. 2011 is the first year of a structured corporate sponsorship program for this event, thus creating additional media opportunity and eliminating brand confusion associated with other sponsored events.

Demographics

Families / All Ages



Sponsorship Categories

Title Sponsorship: Exclusive naming rights to St. Patrick's Day Parade and Irish Week Celebration at Seattle Center, pole banner program in Downtown Seattle, Seattle Center signage, preferred presence within parade for personalities or other assets, advertising / visibility in Irish Heritage Club / St. Patrick's Day Parade media, participation in public relations program, Event Sponsorship deliverables.

Event Sponsorship: Presenting sponsorship of individual St. Patrick's Day Festival events other than St. Patrick's Day Parade and Seattle Center Irish Week Festival; Laying 'O The Green, Irish Soda Bread Contest, Irish Week Proclamation Luncheon, Irish Genealogy Conference, Society of The Friends of St. Patrick Dinner, Matt Talbot Dinner and Irish Reels Film Festival. Event sponsor also receives Parade and Festival signage, exhibitor space and product seeding opportunities, presence within parade for personalities or other assets, advertising / visibility in Irish Heritage Club / St. Patrick's Day Parade select media, participation in public relations program.

Media Partner: Media partners provide in-kind assistance to assist Irish Week Festival in reaching its target audience: Seattle DMA individuals and families. In-kind assistance should include, but is not limited to, in-kind production and airing of PSAs, on-air promotional activities, and website promotional content. Media partners receive preferred presence within parade for personalities or other assets, advertising / visibility in Irish Heritage Club / St. Patrick's Day Parade proprietary media (not including pole banners), and visibility at all Irish Week Festival Events.

Media/Audience

Parade / Festival Attendance	35,000
Pole Banner Visibility – Pedestrian and Automobile (30 days)*	9,000,000
Seattle Center Signage (14 days)*	1,000,000
Irish Week Website (IrishClub.org) (365 days)	1,500,000
Irish Week Program (circulation)	8,000
Irish Week Targeted e-Mail Blasts (3 distributions of 4,700)	14,100
PR Program (print and online)**	1,200,000
PR Program (television and radio)***	500,000

Total Estimated Impressions:

13 million

**Pole banners include production, hanging, permitting for 50 banners strategically placed along parade route and Seattle downtown business and retail core. Impressions based of Seattle Downtown Association pedestrian and automobile traffic counts for selected zones within the City of Seattle.*

***Print and electronic media impressions based on current circulations and site traffic reports from Seattle Times.*

****Television and radio audience based on current Nielsen Audience ratings for primary network affiliates reaching audiences in the Seattle DMA.*

Contact:

Mike McQuaid
 McQuaid & Company Strategic Communications
 For the Irish Heritage Club of Seattle
 206-683-8988 / mike@mcquaidcompany.com