



The Mystic Irish Parade Foundation received the 2010 Golden Pineapple Award as Volunteers of the Year in the Mystic Country Region.

## HELP SUPPORT ONE OF SOUTHEASTERN CONNECTICUT'S PREMIER EVENTS

Your sponsorship reaches  
over 15,000 people --  
Mystic's largest  
single-day event --  
and benefits local charitable  
and non-profit community  
organizations

All sponsorship funds are used to directly underwrite costs of the Mystic Irish Parade, including:

- Ensuring the safety of the participants and the crowd by both the Stonington and Groton Police Departments
- Insurance for the marchers
- Preparing the parade route including covering the bridge so horses can participate
- Advertising, promoting the parade and printing of the program
- Preparing and cleaning the Seaport parking lot for gathering of marchers. Providing portable rest rooms for the staging areas and parade route.
- Fees paid to the pipe bands for participation

Funds collected in excess of the parade costs are donated to local charitable and non-profit organizations selected by the Foundation.

If you are interested in one of the sponsorship levels, please complete below and mail to Mystic Irish Parade Foundation, Inc.

**Please respond back by March 1st** to be included in the parade guide.

Yes! I'd like to sponsor the parade at the...

\_\_\_\_\_ level

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Tel.: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Please Make Checks Payable to:  
Mystic Irish Parade Foundation, Inc. (MIPF)

Mail to:  
Mystic Irish Parade Foundation, Inc.  
PO Box 505, Mystic, CT 06350



# 2011



## SPONSORSHIP OPPORTUNITIES

**THE MYSTIC IRISH PARADE FOUNDATION** is seeking donations to fund our 7th annual St. Patrick's Parade and celebration of Celtic & Gaelic customs and traditions.

The marketing opportunities through sponsorships are very exciting. The full-color Parade Guide is distributed to over 10,000 participants in multiple events that lead up to and include the parade.

Friends of the Mystic St. Patrick's Parade can support the event through a variety of fundraisers. Contributions ranging from a \$5 raffle ticket to Parade Corporate Sponsorships through the \$7,500 Emerald level help us underwrite the donations, scholarships, cost of staging, promotional materials, security and awards.

Donations received by the Mystic Irish Parade foundation fund the Mystic St Patrick's Parade and other 501(c)(3) organizations. Last year donations included the SE CT Women's Center, Mystic Flag Pole Committee, Boy Scouts of America, Groton and Stonington Police Benevolent Associations, Centro de la Comunidad of New London, St. Mark's Episcopal Church, Mystic YMCA, Pawcatuck Neighborhood Center and Society of St. Edmund's Retreat Center.

I look forward to hearing from you and hope that you can support this great event and local charities fund raiser.

Sincerely,  
Neil Ryan,  
Vice President MIPF  
Email: [Neilryan@snet.net](mailto:Neilryan@snet.net) Tel: 860-608-4901

## 2011 MYSTIC ST. PATRICK'S PARADE SPONSORSHIPS

### **\$2,000 Harp Sponsor (Two Available)**

The Harp sponsor will receive the following:

- Company Logo displayed on all printed media
- A Full-page ad in our 20-page program guide and your company logo displayed on the cover page. The guide will be distributed to local businesses in the Mystic area prior to the parade, plus an additional 5,000 copies will be distributed to the attendees of the parade.
- Company Logo predominantly displayed on a Banner sponsoring the 4th division of the parade.
- Company Logo predominantly displayed on our Web Site with a link to your homepage.
- Entrance of a float in the parade at no charge.
- A framed picture of your sponsored division marching down Main St. with your logo displayed on the sponsor banner.

### **\$1,200 Division Sponsor (10 available)**

The Division sponsor will receive the following:

- A Half-page ad in our 20-page program guide. The guide will be distributed to local businesses in the Mystic area prior to the parade, plus an additional 5,000 copies will be distributed to the attendees of the parade.
- Company Logo predominantly displayed on a Banner sponsoring one of our divisions in the parade.
- Company Logo predominantly displayed on our Web Site with a link to your homepage.
- Entrance of a float in the parade at no charge.
- A framed picture of your sponsored division marching down Main St. with your logo displayed on the sponsor banner.

### **\$600 Lucky Clover Sponsor**

Shamrock sponsors will receive the following:

- A Quarter-page ad in our 20-page program guide.
- Company Logo displayed on the front page of our Web Site with a link to your homepage.
- Entrance of a float in the parade at no charge.
- Hospitality sponsors at this level can participate in our Restaurants and Hotels specials section on our website and parade guide.

### **\$300 Shamrock Sponsor**

Shamrock sponsors will receive the following:

- Your company's full color Logo displayed in our sponsor section of our 20-page program guide. .
- Company Logo displayed in the sponsor section on our Web Site with a link to your homepage.
- Entrance of a float in the parade at no charge.

### **\$150 Friends of St. Patrick**

Friends of St. Patrick sponsors will receive the following:

- Your Name displayed in our sponsor section of our 20-page program guide.



## PREMIER SPONSORSHIPS

**\$7,500**  
**Emerald Sponsor**  
**One Available**

The Emerald sponsor will receive the following:

- Company Logo predominantly displayed on all printed media including the Banner hung across Main St. Mystic two weeks prior to the Parade.
- A Full-page color ad on the back page of our 20-page program guide and your company logo displayed on the front page. The 20-page program guide will be distributed to local businesses in the Mystic area prior to the parade, plus an additional 5,000 copies will be distributed to the attendees of the parade.
- Company Logo predominantly displayed in all additional newspaper advertising.
- Mentions in all radio advertising and press releases.
- Company Logo predominantly displayed on a Banner to be displayed with the 2nd division of the parade.
- Company Logo predominantly displayed on the home page of our Web Site with a link to your homepage.
- A framed picture of your sponsored division marching down Main St. with your logo displayed on the sponsor banner.
- Entrance of a float in the parade at no charge.
- Four VIP tickets for seating on the official reviewing stand with other dignitaries and officials.
- Two additional division sponsorships will also be included.

## PREMIER SPONSORSHIPS

**\$5,000**  
**Crystal Sponsor**  
**Two Available**

The Crystal sponsor will receive the following:

- Company Logo displayed on all printed media including the Banner hung across Main St. Mystic two weeks prior to the Parade.
- A full page color ad in our 20-page program guide and your company logo displayed on the front page. The 20-page program guide will be distributed to local businesses in the Mystic area prior to the parade, plus an additional 5,000 copies will be distributed to the attendees of the parade.
- Company Logo displayed in all additional newspaper advertising.
- Mentions in press releases.
- Company Logo on a Banner to be displayed with the 3rd division of the parade.
- Company Logo predominantly displayed on the home page of our Web Site with a link to your homepage.
- Entrance of a float at no charge.
- A framed picture of your sponsored division marching down Main St. with your logo displayed on the sponsor banner.
- One additional division sponsorship will also be included.