



2017 TOPS Rochester St. Patrick's Day Parade

Rochester NY - Saturday March 11, 2017

Serve your Community – and be recognized by Tens of Thousands!

The annual Rochester St Patrick's Parade is put on by an independent, not-for-profit organization and requires the support of people like yourself.

The Parade is a major event in Rochester. Attendance is typically in excess of 100,000 and there are more than 100,000 visits to our website each year. As a Parade Sponsor you will not only help continue this well-loved Rochester area tradition, but you and/or your company's generosity will also be highly recognized by more than 150,000 people during the parade, on our website and elsewhere. The Rochester St. Patrick's Day Parade was recently honored as City Newspaper's "Best Local Parade".

The 2017 St. Patrick's Parade will be bigger and better than ever. Thanks to ever increasing interest in the parade, we are adding even more bands to the parade line-up. It is also important to note that the parade is enthusiastically supported by Local, County and State government leaders. This partnership of business and governmental advocacy for the parade is a great indicator of the cultural and financial value that the parade brings to the community.

In terms of sponsorship opportunities, there are 4 levels of Sponsorship:

- One (1) Overall Parade Sponsor with Parade Naming Rights: **TOPS Friendly Markets**
- St. Patrick level Sponsor (\$2500+)
- Major Parade Sponsor (\$1000+)
- Division Sponsor (\$500)

Sponsors will receive considerable recognition in the Parade, including a colorful 10' x 3' or larger banner. They will also be featured in our website and other communications, as in past years. Higher level sponsors will also receive additional prominence in our web site, press conferences and radio spots. Further details about the benefits to sponsors and a sponsorship agreement form are attached. If you are interested in becoming a "Major" or "St. Patrick" level sponsor, we will also be happy to work with you to create a custom arrangement tailored to best meet your goals.

We hope that you will join us in continuing this wonderful Rochester area tradition, and we thank you for your consideration. **The deadline to sponsor this year's parade is February 17, 2017.**

**For further information about the Parade, please visit our website: www.rochesterparade.com
The Rochester St. Patrick's Day Parade Committee, Inc**

2017 TOPS Rochester St. Patrick's Day Parade

Rochester NY Saturday March 11, 2017

Sponsorship Benefits and Information

Benefits of Division Level Sponsorship (\$500+ donation)

- Advertising and Goodwill
 - Major Presence in the Parade, which is viewed by 100,000 to 200,000+ attendees
 - Major Presence in the Parade includes:
 - Your own Marching Unit, if desired, featured at the head of a Parade Division
 - A beautiful 10'x 3' banner, featuring your name (we supply banner & pole)
 - Your marching unit can include your own marchers, 1-2 vehicles, signage, etc.
 - We will carry your banner for you if you like (please let us know)
 - Prominent Recognition on the Parade Website, which has 100,000+ annual hits
 - Mention in News Media, Radio spots, and/or Magazine Advertising
- Income tax deduction potential
- Opportunity to use your participation in the parade for employee recognition or involvement
- Opportunity to support the greater-Rochester Community & Irish Culture

Benefits of Major Sponsorship (\$1000+ donation)

The following benefits are aimed at maximizing public recognition of the sponsor:

- All the benefits of Division Level Sponsorship, as above, plus:
- Featured recognition as a MAJOR level sponsor in our radio spots, web site, and the press conference celebration held at Rochester City Hall or The Monroe County Office Building
- A distinctive banner that highlights the sponsor as a MAJOR sponsor of the parade.
- Inclusion on a special banner at the end of the parade, recognizing MAJOR sponsors
- Sponsor logo inclusion on the large outdoor sign prominently displayed on the Radisson Hotel on Parade day. This is a central point in parade day activities.
- Placement in the Parade in front of a band, to maximize parade attendee focus on the sponsor

Benefits of St. Patrick level Sponsorship (\$2500+ donation)

The following benefits are aimed at maximizing public recognition of the sponsor:

- All the benefits of Division & Major Level Sponsorship, as above, plus:
- Most featured recognition as a St. Patrick level sponsor in our radio spots, web site, and the press conference celebration held at Rochester City Hall or The Monroe County Office Building
- A larger & more distinctive banner in the parade, positioned with the Sponsor marching unit, and your name on another banner at the end of the parade, featuring the sponsor's role as a MAJOR ST. PATRICK level sponsor of the parade, to reinforce attendee focus on the sponsor and their outstanding contribution.
- A larger, more distinctive logo on the MAJOR SPONSOR outdoor sign prominently displayed on the Radisson Hotel on Parade day. This is a central point in parade day activities.
- Option to participate as a parade judge and/or watch the parade from the reviewing stand
- The opportunity for tailored arrangements with the parade committee, to maximize your benefit as a sponsor. These could include, for example, things for your employee recognition, such as a hotel room at the Radisson for the parade, and 2 tickets to the Amerks game and party deck on Friday, March 10.



2017 TOPS Rochester St. Patrick's Day Parade

Rochester NY Saturday March 11, 2017

Parade Sponsor Agreement

This agreement is dated _____ between the TOPS Rochester St. Patrick's Day Parade Committee and the "Sponsor"
(insert sponsor name here) _____

The Sponsor agrees to pay* \$ _____ , including \$100 now & the balance before the parade.

The TOPS Rochester St. Patrick's Day Parade Committee Inc. agrees to provide the benefits shown in this document.

We agree to these terms, signed:

_____ (Sponsor)

_____ (Parade Committee)

- Make checks payable to The TOPS Rochester St. Patrick's Day Parade Committee, Inc and mail to:

TOPS Rochester St. Patrick's Day Parade Committee
6558 4th Section Rd.
Box 199
Brockport, NY 14420-2472