

## 2020 Downtown Melbourne St. Patrick's Day Parade

Presented by The Ancient Order of Hibernians and Meg O'Malleys on March 14, 2020

The 2019 (29<sup>th</sup> annual) parade was a huge success with 65 participating groups and was watched by a crowd of over 13,000 people. The event is Brevard County's largest and most well known parade and features an hour and ten minutes of family fun, including floats, bagpipe bands, veterans groups, marching bands, music and dancing. All of Brevard County's major municipalities participate in the parade, sending their elected officials and police/fire departments. Become a part of one of the largest St. Patrick's Day parades in the State of Florida.

### PARADE SPONSORSHIP PACKAGES

#### EMERALD SPONSOR:

Emerald Sponsorship Benefits:

- 4 seats on the official parade review grandstand
- Premium logo position on parade posters
- Full page inside cover advertisement and sponsor recognition in the official parade program
- Premium location for one float/vehicle/group in the parade
- Recognition audio spots from the parade MC before and during the parade
- Sign displayed at the official AOH parade information booth
- Invitation for six to the Grand Marshall's "Passing of the Shillelagh" celebration party in 2021, to be held at Meg O' Malleys Restaurant.
- Logo on the back of the 2020 official parade T-Shirt

Value Level: \$1,000

#### HARP SPONSOR:

Harp Sponsorship Benefits:

- 2 seats on the official parade review grandstand
- Premium logo position on parade posters
- Full page advertisement and sponsor recognition in the official parade program
- Premium location for one float/vehicle/group in the parade
- Recognition audio spots from the parade MC before and during the parade
- Sign displayed at the official AOH parade information booth
- Invitation for four to the Grand Marshall's "Passing of the Shillelagh" celebration party in 2021, to be held at Meg O' Malleys Restaurant.
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Value Level: \$500

## SHAMROCK SPONSOR:

### Shamrock Sponsorship Benefits:

- Half page advertisement in the official parade program
- Sign displayed at the official AOH parade information booth
- Recognition audio spots from the parade MC before and during the parade
- Invitation for two to the Grand Marshall's "Passing of the Shillelagh" celebration party in 2021, to be held at Meg O' Malleys Restaurant.

Value Level: \$200

## Advertisement in the Official Parade Program:

Place an advertisement in the official parade program to promote an event, place, person or business with your own custom advertisement.

Full Page Inside Cover: \$200

Full Page: \$100

Half Page: \$50

Business Card size: \$25

*The Downtown Melbourne St. Patrick's Day Parade is presented by  
The Ancient Order of Hibernians, Brevard Division 2  
More information on the parade can be found on their website at*

[www.aohbrevard.org](http://www.aohbrevard.org)



## Official Parade Sponsor Agreement

Level: Emerald (\$1,000)\_\_\_\_\_ Harp (\$500) \_\_\_\_\_ Shamrock (\$200) \_\_\_\_\_

Group Name:\_\_\_\_\_

Contact:\_\_\_\_\_ Phone: \_\_\_\_\_

Email:\_\_\_\_\_

Agreed Sponsorship Premiums:\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

### Participant Agrees To Honor All Parade Rules and Regulation:

Please DO NOT throw or toss any items at spectators.

NO Political Statements or ANY form of Protest will be tolerated by parade participants.

NO ALCOHOL or Simulated Mock Alcohol drinks to be carried or drank during the parade.

Please be respectful to St. Patrick. No distasteful costumes, images or items will be permitted.

All appropriate handouts/trinkets/candy must be given by walking official float personnel.

We reserve the right to deny entry and parade participation for violations of parade regulations.

Sponsors will not attempt to represent the parade or release unofficial media information.

All rights inferred to the sponsor by this agreement are specifically limited to those outlined above in the 'Agreed Sponsorship Premiums' section.

Agreed BY (sponsor):\_\_\_\_\_

PRINT

SIGN

Agreed BY (Parade Rep):\_\_\_\_\_

PRINT

SIGN

### Payment Information:

Payment Method:\_\_\_\_\_ Amount:\_\_\_\_\_

Paid By:\_\_\_\_\_ Received By:\_\_\_\_\_

*You may email sponsorships applications to [macdonaroo@gmail.com](mailto:macdonaroo@gmail.com) or mail to Ancient Order of Hibernians, PO Box 993, Melbourne FL 32902.*

*All questions about the Parade or this Agreement, should be directed to Todd McDonald at [macdonaroo@gmail.com](mailto:macdonaroo@gmail.com) or phone him at (321) 474-6094.*