



118th Annual South Boston St. Patrick's Day / Evacuation Day Parade March 17th, 2019



On March 17, 2019, we will host the 118th annual South Boston St. Patrick's Day / Evacuation Day Parade, which is one of the largest events in New England and attracts roughly a million live spectators, with thousands more watching on live television. This presents a valuable opportunity for your organization to sponsor this time-honored event, providing your business considerable exposure to millions of consumers.

The South Boston Allied War Veterans Council is a veterans-led and run 501 (c) (19) organization, with an unpaid volunteer staff of individuals committed to giving back to the community by carrying on this century-old tradition.

Facts about the Parade:

- Parade is viewed by approximately 1 million live spectators, over a 3.2 mile route
- Televised live on NECN, with re-broadcasts and highlights available online
- Parade website receives traffic from 153 countries worldwide, according to Google Analytics
- Parade social media accounts receive considerable exposure throughout the year
- Celebrates St. Patrick, the Patron Saint of Ireland and the Archdiocese of Boston, and commemorates Evacuation Day, when British troops evacuated Boston during the Revolutionary War
- A community-funded parade held in South Boston since 1901
- Proceeds from the fund-raising go towards hiring bands and other entertainment, supporting military organizations, subsidizing local schools music programs, and other well-deserving organizations.

Sponsorship Levels:

GREEN SHAMROCK - Sponsorship Level: \$500 - \$999

- Company is listed on our website as a 'Green Shamrock' sponsor
- NECN announces company name in roster of our sponsors on day of parade
- Company receives a 'Friends of the Southie Parade' decal to prominently display

GOLD SHAMROCK - Sponsorship Level: \$1,000 - \$2,499

- Company is listed on parade website as a 'Gold Shamrock' sponsor, with a link to your website
- NECN announces company name in roster of our sponsors on day of parade
- Company receives a 'Friends of the Southie Parade' decal to prominently display

BLARNEY STONE - Sponsorship Level: \$2,500 - \$4,999

- Company is listed on our website with company information and links back to your website provided
- NECN does a special call out of your company's name, location, and services at the beginning of the parade
- Company receives a 'Friends of the Southie Parade' decal to prominently display
- Company is invited to march in the parade, with a group of up to 12 people and minimal signage *

LUCK OF THE IRISH - Sponsorship Level: \$5,000 - \$9,999

- Company is listed on our website with a pronounced call-out of company's information along with website link

- Mention of your company's goods and services listed on all St. Patrick's Day Parade social media outlets
- Company receives a 'Friends of the Southie Parade' decal to prominently display
- NECN does a special call-out of your company's name, location, and services at the beginning of the parade
- Company is invited to march in the parade, and including up to 25 people and prominent signage *

BOSTON STRONG - Sponsorship Level: \$10,000 - \$19,999

- Company is listed on our website, highlighting your company's information and links to your website
- Mention of your company's goods and services listed on all parade social media outlets, with any videos, text, or images you wish to have posted added to our pages
- Company receives a 'Friends of the Southie Parade' decal to prominently display
- Special call-out by NECN of your company's name, location, and services at the beginning of the parade
- Company is invited to march in the parade, with a group of up to 30 people, including prominent signage (banners, company information, company trinkets and give-a-ways) *

CASTLE ISLAND - Sponsorship Level: Over \$20,000

- Commercial-level placement on parade's website, with premier placement on "Sponsors" page and "About Boston" page, with accompanying links to your company's website and products
- Preferred listing of your company's goods and services posted on all parade social media outlets, with your choice of video, photos, and/or text posted on each
- Company receives a 'Friends of the Southie Parade' decal to prominently display
- Company is invited to march in the parade, with a group of up to 40 people, including prominent signage (banners, company information, company trinkets and give-a-ways) *

Other ways to support

The South Boston St. Patrick's Day / Evacuation Day Parade relies upon the support and generosity of local businesses and service providers to hold this community-run parade. If you are unable to support the parade financially, please consider offering discounts on hotel rooms, meals, products, auto rentals, or other services for the over 1 million visitors coming into Boston to participate in our events. Please mail a description of your business offerings and applicable discounts to the contact information listed below, and we will work with you to post your information on our website in the "About Boston" section.

Contact Information

Please mail a check with your desired level of support, to:

South Boston Allied War Veterans Council
P.O. Box 351
South Boston, MA 02127

Or e-mail us with any questions:


commander@southbostonparade.org

**All groups wishing to march in the parade must submit a parade application and adhere to the Code and Conduct rules for participants. Please send request for info to the contact above, and ask for the proper forms, instructions, and assistance.*

South Boston St. Patrick's Day / Evacuation Day Parade

Web: www.southbostonparade.org

 Facebook: @SouthBostonPatricksDayParade

 Twitter: @ParadeBoston