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- ✿ President, Michael Kelly
- ✿ Vice Pres., Paul Doulette
- ✿ Treasurer, Marilyn Couture
- ✿ Rec. Secretary, Patti Morton
- ✿ Cor. Secretary, Erin Keem

UIS ORGANIZATIONS

- ✿ Ancient Order of Hibernians
 - ✿ Stephen J. Walsh Division
 - ✿ Fr. Solanus Casey Division
 - ✿ Patrick Ryan Division
 - ✿ M. Thomas Dunleavy Division
- ✿ Ardán Dance Booster Club
- ✿ Colleen's Irish
- ✿ Corktown Business Owners Association
- ✿ County Oakland Irish Festival Dearborn Gaels
- ✿ Detroit International Feis
- ✿ Egan Clan
- ✿ Emerald Isle Dance Society
- ✿ Fraternal Order of United Irishmen
- ✿ Friendly Sons of St. Patrick
- ✿ Gaelic League of Detroit & Irish American Club/Detroit
- ✿ Incorporated Society of Irish American Lawyers
- ✿ Irish Bar Owners
- ✿ Irish Cultural Forum
- ✿ Irish Genealogical Society
- ✿ Irish Northern Aid
- ✿ Knights of Columbus, George F. Monaghan Council #2690
- ✿ Knights of Equity
- ✿ Ladies Ancient Order of Hibernians
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- ✿ O'Hare Irish Dance Booster Club
- ✿ O'Malley Clan
- ✿ Trinity Council No. 36 Knight Masons of Michigan

The St. Patrick's Parade



A Detroit Tradition

THE UNITED IRISH SOCIETIES 2020 DETROIT ST. PATRICK'S PARADE

Sunday March 15, 2020 Corktown - Detroit, Michigan

Corktown. It's Detroit's oldest neighborhood, home to industry, dreamers, food entrepreneurs and more. On March 15, 2020, the 62nd Annual Detroit St. Patrick's Parade will again transform Michigan Avenue into a celebration of Irish history, culture and opportunity.

As you may know, the annual – and growing – **Detroit St. Patrick's Parade** gathers thousands of people each year. **What's new for 2020?** The parade's hosts, the nonprofit **United Irish Societies**, are on a mission to make the parade bigger and better than ever! You may know about the marching bands, Irish dancers, singers and themed floats, but this year, the parade will offer even more special features and benefits for sponsors and attendees, such as:

- ✿ **Increased logistical support from The Parade Company**, the nonprofit leader in parades and events. As the streets come alive with drums, bagpipes and an array of family and corporate-sponsored floats, the Parade Company will help us ensure the event is even more magical.
- ✿ **Estimated attendance at 80,000-100,000 people**, approaching national-level status for St. Patrick's parades and more comparable to events in Boston, Chicago and New York.
- ✿ **Creative opportunities to be part of the event!** Host your own company-commissioned float, or send a proud marching delegation to join the fun and create a team-building experience.
- ✿ **A wide-ranging attendee mix**, from young professionals to families, from business owners to Irish Detroiters, to anyone who celebrates Detroit history and Irish culture.
- ✿ **More communications/engagement about the event through the media and online with Mort Crim Communications, Inc. (MCCI)**. MCCI has pitched 43 publications/news outlets, ran 51 total pieces of coverage between 2/23/19 - 3/12/19 resulting in 35 radio and broadcast, 16 online/print and at least 18 earned media interviews. Visit our Facebook page and our website, detroitstpatricksparade.com, in the coming weeks for more information.
- ✿ With our presenting sponsor **Ford Motor Co.**'s investment at the Michigan Central Station, and other important new neighborhood investments, **there's no better time to become part of the Corktown story.**



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About our host organization, The United Irish Societies (UIS):

The United Irish Societies consists of delegates from more than 35 Irish Organizations and is woven into the fabric of metro Detroit. Many members, community leaders and business professionals who make up the UIS donate time, monies and resources to ensure that the Parade and other philanthropic efforts continue to be supported in Detroit. **Over the years, UIS member organizations have donated hundreds of thousands of dollars directly benefitting nonprofits.**

Don't miss this opportunity to contribute to this effort while reaching your target audience on **Sunday, March 15, 2020** (and before and afterward via public relations and social media efforts) ...all while supporting local charities AND having your sponsorship qualify for a tax deduction! *

✿ Please see the following pages for sponsorship opportunities or visit our website at detroitstpatricksparade.com for up-to-date parade information and news.

✿ The UIS is a 501(c)(3) nonprofit charity licensed in the State of Michigan. Additionally, 25% of all cash sponsorship funds raised for the 2020 Detroit St. Patrick's Parade will go to support local charities.

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The St. Patrick's Parade



62ND DETROIT ST. PATRICK'S PARADE Sunday March 15, 2020 Corktown - Detroit, Michigan

The 2020 tentative charities are:

*The Children's Center Capuchin Soup Kitchen UIS Scholarships Program
St. Pat's Senior Center Bridges Beyond Boxing*

**Most sponsorships may qualify for a tax deduction under Federal and state tax laws. Please consult with a tax advisor to determine if your donation is deductible in whole or in part.*

2020 DETROIT ST PATRICK'S PARADE SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSORSHIP: \$15,000 (SOLD) – FORD MOTOR CO.

- ✿ 100 tickets to watch the parade from the Detroit St. Patrick's Parade Family Fun Zone
- ✿ 4 tickets to watch the parade from the Judges Reviewing Stand
- ✿ Participation in the parade; i.e. a marching unit, including your corporate flag or banner
- ✿ Two representatives from your organization to ride along with the Piquette T's Model T Club
- ✿ 2 semi-permanent display shamrocks along the parade route
- ✿ 1 banner displayed at the reviewing stand on parade day
- ✿ Your name or company name consistently mentioned in announcements, TV segments, newspaper articles, social media mentions, and interviews
- ✿ Prominently displayed banners and logos at all official pre-parade events.
- ✿ A full-page ad in the Parade Times program
- ✿ Invitation to participate in the Painting of the Shamrocks on the streets of Corktown Detroit, Friday, March 13, 2020

THE HOMETOWN HEROES FLOAT SPONSORSHIP: \$10,000

- ✿ Float sponsored by your Company/Family carrying our "Hometown Heroes" for 2020
- ✿ 10 tickets to watch the parade from the Detroit St. Patrick's Parade Family Fun Zone
- ✿ 1 semi-permanent display shamrock along the parade route
- ✿ Your name, logo and link on the parade website
- ✿ A half-page ad in the Parade Times program, social media and PR mentions
- ✿ Invitation to participate in the Painting of the Shamrocks on the streets of Corktown Detroit, Friday, March 13, 2020

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THE ST. PATRICK'S FLOAT SPONSORSHIP: \$7,500

- ✿ Parade Company supplied float sponsored by your Company / Family for 2020
- ✿ 8 tickets to watch the parade from the Detroit St. Patrick's Parade Family Fun Zone
- ✿ 1 semi-permanent display shamrock along the parade route
- ✿ Your name, logo and link on the parade's website
- ✿ An ad in the Parade Times program, social media and PR mentions
- ✿ Invitation to participate in the painting of the Shamrocks on the streets of Corktown Detroit, Friday, March 13, 2020

FAMILY FUN ZONE SPONSORSHIP: \$5,000

- ✿ 20 tickets to watch the parade from the Detroit St. Patrick's Parade Family Fun Zone
- ✿ Participation in the parade; i.e. a marching unit, including your corporate flag or banner
- ✿ Your Corporate/Family flag or banner prominently displayed at the Family Fun Zone
- ✿ 1 semi-permanent display shamrock along the parade route
- ✿ 1 banner displayed at the reviewing stand on parade day
- ✿ Your name or company name consistently mentioned in announcements, TV segments, newspaper articles, social media mentions, and interviews
- ✿ Prominently displayed banners and logos at all official pre-parade events
- ✿ Your name, logo and link on the parade's website
- ✿ A half page ad in the Parade Times program
- ✿ Invitation to participate in the Painting of the Shamrocks on the streets of Corktown Detroit, Friday, March 13, 2020

THE RING OF KERRY: \$2,500

- ✿ 10 tickets to watch the parade from the Detroit St. Patrick's Parade Family Fun Zone
- ✿ 1 semi-permanent display shamrock along the parade route
- ✿ Your name, logo and link on the parade's website
- ✿ A half page ad in the Parade Times program
- ✿ Social media mentions
- ✿ Invitation to participate in the painting of the Shamrocks on the streets of Corktown Detroit, Friday, March 13, 2020

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GALWAY BAY SPONSORSHIP: \$1,000

- ✿ 6 tickets to watch the parade from the Detroit St. Patrick's Parade Family Fun Zone
- ✿ 1 semi-permanent display shamrock along the parade route
- ✿ Signage at the parade
- ✿ Your name, logo and link on the parade's website
- ✿ A quarter page ad in the Parade Times program
- ✿ Invitation to participate in the painting of the Shamrocks on the streets of Corktown Detroit, Friday, March 13, 2020

LEPRECHAUN SPONSORSHIP: \$500

- ✿ 4 tickets to watch the parade from the Detroit St. Patrick's Parade Family Fun Zone
- ✿ Your name, logo and link on the parade's website
- ✿ A quarter page ad in the Parade Times program
- ✿ Invitation to participate in the Painting of the Shamrocks on the streets of Corktown Detroit, Friday, March 13, 2020

Several Ring of Kerry, Galway Bay and Leprechaun Sponsorships are available

Participation at any level is critical for the support of the Detroit St. Patrick's Parade

If your level of participation is not available, please consider donating any amount to keep the annual Detroit St. Patrick's Parade an Irish Family Tradition for years to come!

2020 Sponsorship Contacts:

<p>John Carey: americocorp@sbcglobal.net 734.658.1733</p>	<p>Mike Kelly: mkelly@detroitstpatricksparade.com 313.475.4675</p>
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Sunday March 15, 2020 Corktown - Detroit, Michigan

SELECT YOUR SPONSORSHIP LEVEL

<input checked="" type="checkbox"/>	Presenting Sponsor SOLD – FORD MOTOR CO.	\$15,000
<input type="checkbox"/>	Hometown Heroes Sponsor	\$10,000
<input type="checkbox"/>	St. Patrick's Day Float Sponsor	\$7,500
<input type="checkbox"/>	Family Fun Zone Sponsor	\$5,000
<input type="checkbox"/>	Ring of Kerry Sponsor	\$2,500
<input type="checkbox"/>	Galloway Bay Sponsor	\$1,000
<input type="checkbox"/>	Leprechaun Sponsor	\$500

SPONSORSHIP CONTACT FORM

Sponsor Name	
Contact Name	
Address	
City, State, Zip	
Phone	
Fax	
Email	
Web address link	
Preferred contact method	

Checks should be made payable to United Irish Societies

Please mail check and this page to:

United Irish Societies, 2068 Michigan Ave, Detroit, MI 48216

If you wish to use PayPal to purchase a sponsorship level, please visit our website at

www.detroitstpatrickparade.com

THANK YOU FOR YOUR SUPPORT!