

Stephen J. Walsh Division
Fr. Solanus Casey Division
M. Thomas Dunleavy Division
Patrick Ryan Division
Ardán Dance Booster Club
Clan Cullen of Detroit
Dearborn Gaels
Detroit International Feis
Egan Clan
Emerald Isle Dance Society
Fraternal Order of United Irishmen
Friendly Sons of St. Patrick
Gaelic League 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
Rose Kennedy Division
Catherine McAuley Division
Elizabeth Fagan Division
Ethel Kennedy Division
Michigan Irish American Chamber of Commerce
Motor City Irish Dance
Motor City Irish Festival
O'Halloran's Public House & Hall
O'Hare Irish Dance Booster Club
Trinity Council No. 36
Knight Masons of Michigan

THE UNITED IRISH SOCIETIES 2022 DETROIT ST. PATRICK'S PARADE

Sunday March 13, 2022
Corktown - Detroit, Michigan

WE'RE BACK! After the Pandemic, Corktown. It's Detroit's oldest neighborhood, home to industry, dreamers, food entrepreneurs and more. On March 13, 2022, the 64th Annual Detroit St. Patrick's Parade will again transform Michigan Avenue into the biggest 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 2022?** 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.
- **After the Pandemic, 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. (*Details on Page 2-3.*)
- **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 Mort Crim Communications (MCCI) the media and online.** 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.**

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 13, 2022** (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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Corktown – Detroit, Michigan

The 2021 charities were:

St. Christine Food Bank

Jim Dewan UIS Scholarship Fund

St. Pat's Senior Center

Bridges Beyond Boxing

Even without the 2021 Parade we're still committed to help our selected charities.

**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.*

2022 DETROIT ST PATRICK'S PARADE SPONSORSHIP OPPORTUNITIES

Presenting Sponsorship: \$15,000

- 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 Official Painting of the Shamrocks on the streets of Corktown and Press Luncheon on Friday, March 11, 2022

The Hometown Heroes Float Sponsorship: \$10,000

- Float sponsored by your Company/Family carrying our "Hometown Heroes" for 2022
- 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 on all parade announcements, correspondence, 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 Official Painting of the Shamrocks on the streets of Corktown and Press Luncheon on Friday, March 11, 2022

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The St. Patrick's Float Sponsorship: \$7,500

- Float sponsored by your Company/Family carrying our "Hometown Heroes" for 2021
- 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 on all parade announcements, correspondence, logo and link on the parade website
- An ad in the Parade Times program, social media and PR mentions
- Invitation to participate in the Official Painting of the Shamrocks on the streets of Corktown and Press Luncheon, Friday, March 11, 2022

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
- A half page ad in the Parade Times program
- Invitation to participate in the Official Painting of the Shamrocks on the streets of Corktown and Press Luncheon, Friday, March 11, 2022

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 on all parade announcements, correspondence, logo and link on the parade website
- A half page ad in the Parade Times program
- Social media mentions
- Invitation to participate in the Official Painting of the Shamrocks on the streets of Corktown and Press Luncheon, Friday, March 11, 2022

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
- A quarter page ad in the Parade Times program
- Invitation to participate in the Official Painting of the Shamrocks on the streets of Corktown and Press Luncheon, Friday, March 11, 2022

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Leprechaun Sponsorship: \$500

- 4 tickets to watch the parade from the Detroit St. Patrick's Parade Family Fun Zone
- A quarter page ad in the Parade Times program
- Invitation to participate in the Official Painting of the Shamrocks on the streets of Corktown and Press Luncheon Friday, March 11, 2022

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.

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Corktown - Detroit Michigan

THANK YOU FOR YOUR SUPPORT!

SPONSORSHIP CONTACT FORM:

Sponsor Name

Contact Name

Address

City, State, Zip

Phone

Fax

Email

Web Address Link

Preferred Contact

Method

2022 SPONSORSHIP LEVELS

<input type="checkbox"/>	Presenting Sponsor	\$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"/>	Galway Bay Sponsor	\$1,000
<input type="checkbox"/>	Leprechaun Sponsor	\$500

2022

Sponsorship Contacts:

John Carey:

americocorp@sbcglobal.net

734.658.1733

Mike Kelly:

mkelly@detroitstpatricksparade.com

313.475.4675