

**UNITED IRISH
SOCIETIES MEMBERS**

Ancient Order of Hibernians

Stephen J. Walsh Division

Fr. Solanus Casey Division

M. Thomas Dunleavy Division

Patrick Ryan Division

Ardán Dance Booster Club

Colleen's Irish Pub

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 Irish American
Club/Detroit

Incorporated Society of Irish
American Lawyers

Irish Bar Owners

Irish Cultural Forum

Irish Genealogical Society

Irish Network Detroit

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

Motor City Irish Dance

Motor City Irish Festival

O'Malley Clan

Trinity Council No. 36
Knight Masons of Michigan

**THE UNITED IRISH SOCIETIES
2023 DETROIT ST. PATRICK'S PARADE
Sunday March 12, 2023
Corktown - Detroit, Michigan**

***Corktown.** It's Detroit's oldest neighborhood, home to industry, dreamers, food entrepreneurs and more. On March 12, 2023, the 65th 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 2023?** 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 16 degrees and snow in '22, 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 Detroit area nonprofits.**

Don't miss this opportunity to contribute to this effort while reaching your target audience on **Sunday, March 12, 2023** (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 2023 Detroit St. Patrick's Parade will go to support local charities.*

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Corktown – Detroit, Michigan

The 2022 charities were and 2023 will be decided in the weeks to come:

Most Holy Trinity Cabrini Clinic

Detroit Irish Radio

Pallottine Fathers Missions

Most Holy Trinity - Cabrini Clinic

Downtown Boxing Gym

Even without the 2021 Parade, we're still committed to helping 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.*

2023 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 10, 2023

The Hometown Heroes Float Sponsorship: \$10,000

- Float sponsored by your Company/Family carrying our "Hometown Heroes" for 2023
- 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 10, 2023

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

- Float sponsored by your Company/Family carrying our "Hometown Heroes" for 2023
- 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 10, 2023

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 10, 2023

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 10, 2023

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 10, 2023

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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 10, 2023

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

Participation at any level is critical for the future of the Detroit St. Patrick's Parade. We would like to build an Endowment for needed expenses to ensure the continuation of the Parade in Detroit/Corktown for years to come.

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

2023 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

2023

Sponsorship Contacts:

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