



## 2025 SPONSORSHIP LEVELS & BENEFITS

The Utica Saint Patrick's Day Parade invites you to become a sponsor for the **2025 Parade**, taking place at 10 am, Saturday, March 15th.

While we are offering select sponsorship packages to accommodate a range of budget sizes, we are more than happy to work with you or your organization so that you can be part of one of New York State's largest Saint Patrick's Day parades.

To fully benefit from your sponsorship package, please email a high-res, large-scale graphic\* of your logo, along with three or more bullet points/fun facts about your company/organization to [UTICASTPATRICKSDAYPARADE@GMAIL.COM](mailto:UTICASTPATRICKSDAYPARADE@GMAIL.COM).

**Thank you!**

\*ACCEPTABLE GRAPHIC FORMATS:  
JPG, PNG, SVG, AI, EPS, OR TIFF;  
PREFERABLY 300-DPI RESOLUTION  
WHEN FILE IS SCALED AT 100%.

### UTICA SAINT PATRICK'S DAY PARADE SPONSORSHIP LEVELS & DETAILS

#### PRESENTING SPONSORS - \$10,000

- Visible on all parade correspondences, print materials, promo items, and social media
- Right of first refusal for following year
- Banner recognition on parade day
- Mention at all events with logo visible
- Spot on WKTV during parade broadcast
- Logo presence on step-and-repeat backdrop
- Opportunity to speak at all events

#### 2025 GRAND MARSHAL RECEPTION SPONSORS - \$5,000

- Logo presence on social media and at all parade events
- Right of first refusal for following year
- Includes sponsorship of '2025 Grand Marshal Reception'
- Mention at all events with logo visible on Parade Route
- Spot on WKTV during parade broadcast
- Opportunity to speak at the 2025 Grand Marshal Reception

#### GOLD SPONSORS - \$3,500

- Logo presence on social media and at all parade events
- Right of first refusal for following year
- Includes 'Band Shell Sponsor' (banner recognition on the Band Shell/Parade Route)
- Mention at all events with logo visible on Parade Route
- Spot on WKTV during parade broadcast

#### SILVER SPONSORS - \$2,500

- Logo presence on social media and at all parade events
- 'Grand Marshal Announcement' Event Sponsorship and 'Parade Awards' Event Sponsorship included
- Right of first refusal for following year
- Opportunity to speak at Announcement and Awards Events
- Logo visible on Parade Route
- Mention at all events with logo visible
- Spot on WKTV during parade broadcast

#### EMERALD SPONSORS - \$1,000

- Logo presence on social media and at all parade events
- Section of parade named after sponsor
- Logo visible on Parade Route
- Spot on WKTV during parade broadcast

#### DUBLIN SPONSORS - \$500

- Logo presence on social media and at all parade events
- Logo visible on Parade Route

#### SHAMROCK SPONSORS - \$100

- Logo presence on social media and at all parade events

PLEASE MAKE CHECKS PAYABLE TO: UTICA ST. PATRICK'S DAY PARADE

CONTACT US — ATTN: PATRICK McGRATH · 470 FRENCH RD · UTICA, NY 13502 · (315) 725-4308 OR (609) 238-1395  
[UTICASAINTPATRICKSDAYPARADE.ORG](http://UTICASAINTPATRICKSDAYPARADE.ORG) · [UTICASTPATRICKSDAYPARADE@GMAIL.COM](mailto:UTICASTPATRICKSDAYPARADE@GMAIL.COM)

ALL DONATIONS ARE TAX DEDUCTIBLE · WE ARE A 501(c)(3) ORGANIZATION