



Cead Mile Failte! (100,000 welcomes)!

Plans are well underway for the inaugural Asbury Park Saint Patrick's Day Parade!

On Sunday March 9th, 2014 Asbury Park will be hosting its first Saint Patrick's Day Parade. The parade route begins at the Asbury Park Boardwalk on Ocean Ave at 4th Ave and continues southwest towards our downtown. The reviewing stand /VIP area will be located in the heart of downtown at Press Plaza (Cookman/Emory Ave). The parade ends on Main St in Municipal Plaza.

The Asbury Park St. Patrick's Day Parade is a non-profit event, open to the public featuring marching bands, floats, neighborhood associations, schools, alumni groups, cheerleading and drill teams, roller skaters, bagpipe contingents, scouting groups, dance groups, international organizations, police, fire, elected officials, commercial businesses, and anyone else who wants to join the celebration. All are welcome. Spectators

Asbury Park: A Hot Market at the Jersey Shore

Our historic boardwalk and beautiful waterfront leads to a thriving downtown surrounded by a culturally diverse and active community making Asbury Park a prime consumer market.

Asbury Park boasts over 50 restaurants, art galleries, retail shops and historic music venues. In 2013, immediately following Hurricane Sandy, Asbury Park welcomed over 165,000 visitors to its beach and boardwalk; significantly more than prior years. Asbury Park is a year-round urban city with heart. Events are scheduled throughout the year to engage consumers and build loyalty.

A Saint Patrick's Day Parade in Asbury Park?

Consumer events in Asbury Park are breaking records! The 2013 Asbury Park Oysterfest welcomed over 21,000 fans to our city the first weekend of September. The Guinness World Record "Largest Gathering of Zombies" The New Jersey Zombie Walk, held annually in Asbury Park in October, brings over 15,000 fans each year.

The timing is perfect for a parade! After the lull of winter passes, Asbury Park begins to bloom in early spring. The Saint Patrick's Day Parade will kick off spring fever in March followed by the Restaurant Tour in April and Memorial Day weekend.

The groundwork is set for this inaugural event. Events and awareness campaigns are well underway. Social media channels are already recruiting fans...and then there is the music!

Our first fundraiser will be an all-day music concert held just outside Johnny Mac's House of Spirits – a local favorite and parade supporter. 'Shamrock n Roll' launches our parade events on Sunday October 13th and promises to make everyone Irish for a day - ready for a parade!

Visit www.asburyparkstpatricksparade.com for complete parade details. Find us on facebook at www.facebook.com/asburyparkstpatparade. Follow us on Twitter @asburystpats.



Mini Sponsorships

Circle of Friends - \$250

Murphy's Law - \$500

Sponsorship Opportunities:

Presenting Sponsor (1 Available)

Offered at \$10,000

Sponsor logo prominently featured on posters, flyers, and all promotional materials as well as on the official Program Journal cover. Sponsor is mentioned in media releases, at all pre-event fundraisers, and may place signage at events and in the parade VIP area / reviewing stand. Sponsor receives (10) VIP tickets to reviewing stand and (6) tickets to all pre-parade fundraising events. Sponsor is entitled to (2) full pages in the program journal and will be listed on the homepage of parade website with a hyperlink to sponsor website.

Platinum Sponsor (2 Available, non-exclusive)

Offered at \$5,000

Platinum Sponsor receives recognition on posters, flyers, and all promotional materials. Sponsor is mentioned in media releases, at all pre-event fundraisers, and may place signage at events and in parade VIP area / reviewing stand. Sponsor receives (6) VIP tickets to reviewing stand and (4) tickets to all pre-parade fundraising events and programs. Sponsor receives one (1) full page in the program journal and is listed on the homepage of parade website with a hyperlink to sponsor website.

Gold Sponsor (5 Available, non-exclusive)

Offered at \$2,500

Gold Sponsor receives recognition on posters, flyers, and all promotional materials. Sponsor is mentioned in media releases, all pre-event fundraisers, and may place signage at events and in the VIP area / reviewing stand. Sponsor receives (4) VIP tickets to reviewing stand and (4) tickets to all pre-parade fundraising events and programs. Sponsor receives (1) full page in the program journal and is listed on the sponsor page of parade website with a hyperlink to sponsor website.

Reviewing Stand Sponsor (2 Available, non-exclusive)

Offered at \$1000

Sponsor logo will be featured Reviewing Stand banner. Sponsor receives a half page in the program journal and is listed on the sponsor page of parade website with hyperlink to sponsor website. Sponsor will receive (4) tickets to reviewing stand and access to VIP area.

Marching Band Sponsors (one per band/group)

Offered at \$1000

Sponsor will be recognized from the reviewing stand as their sponsored band passes. Sponsor receives a quarter page in the program journal and listing on the sponsor page of parade website with hyperlink to sponsor site. Sponsor will receive (2) tickets to reviewing stand and access to the VIP area.

Website Sponsor (2 Available, non-exclusive)

Offered at \$750

Recognition on parade homepage as website sponsor including a hyperlink to sponsor website. Additional listing on sponsor page of parade website and sponsor page of program journal.

**** Category exclusivity can be negotiated at any level of sponsorship ****