



Cead Mile Failte! (100,000 welcomes)

Greetings from the 2nd Annual Asbury Park Saint Patrick's Day Parade!

On **Sunday March 8th, 2015** Asbury Park will be hosting its 2nd annual 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.

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 2014, Asbury Park welcomed over 200,000 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 2014 Asbury Park Oysterfest welcomed over 15,000 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 20,000 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 Inaugural Asbury Park St. Patrick's Day Parade had a record first time crowd of 5,000 fans along the parade route and in our local bars and restaurants well into the wee hours.

The groundwork is set for this year's event. Events and awareness campaigns are well underway. Social media channels have been recruiting fans since last year's parade. It's time to get green!

Visit www.asburyparkstpatriksparade.com for complete parade details. Find us on facebook at www.facebook.com/asburyparkstpatriksparade. 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. 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) tickets to VIP reviewing area and (6) tickets to all pre-parade fundraising events. Sponsor receives a logo and listing on the sponsor page of parade website with hyperlink to sponsor site.

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) tickets to VIP reviewing area and (4) tickets to all pre-parade fundraising events and programs. Sponsor receives a logo and listing on the sponsor page of parade website with hyperlink to sponsor site.

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) tickets to VIP reviewing area. Sponsor receives a logo and listing on the sponsor page of parade website with hyperlink to sponsor site.

Reviewing Stand Sponsor (2 Available, non-exclusive)

Offered at \$1000

Sponsor logo will be featured on reviewing stand banner. Sponsor will receive (4) tickets to VIP reviewing area. Sponsor receives a listing on the sponsor page of parade website with hyperlink to sponsor site.

Website Sponsor (2 Available, non-exclusive)

Offered at \$750

Recognition on parade homepage as website sponsor including a hyperlink to sponsor website.

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

CONTACT:

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