



Luck of the Irish

**March 17, 2012
Bienville Square
Sponsorship Levels**



Naming Sponsor- \$12,000: Sponsor's name & logo will be on ALL event information for the cook-off, parade and Children's Glen. Sponsor will benefit from all advertising for Luck of the Irish. This will include: signage, radio, TV, and newspaper ads; event memorabilia and posters. Sponsor will have the right to use 2011 Luck of the Irish logo and claim itself as official sponsor. Sponsor will receive a Cook-off team entry and their own float in the parade. Sponsor will receive 100 tickets for the event and be eligible for a tax deduction. Sponsor will have choice of two full-page ads in event program.

Special Event Sponsor—\$7,500: Special event sponsors will be the naming sponsors for each Luck of the Irish special events including: the cook-off, the parade, and the Children's Glen. Sponsors get their name and logo on posters, ads, press releases; 75 tickets; eight places on sponsor float or enter your own float; a team in the cook-off, and a full page ad in the program.

Leprechaun—\$5,000: Cook-off team, your name and logo on posters, ads, press releases, and the sponsor float - plus 50 tickets & six places on sponsor float or enter your own company float. Full page ad placement in event program will be determined by date of sponsorship confirmation.

Shamrock - \$2,500: Cook-off team, your name on posters, ads, press releases, and the sponsor float plus 50 tickets & four places on sponsor float or enter your own float. Full page ad placement in event program will be determined by date of sponsorship confirmation.

Shillelagh - \$1,000: Your name on posters, ads, and the sponsor float, plus 20 tickets and two places on the Sponsor Float. Full page ad in event program.

Lucky Charms - \$500: Your name on posters, ads, and sponsor float, plus 10 tickets and one place on the sponsor float. One-half page in event program.

Barrier Sign Panels—\$50 each (all around Bienville Park)

Tent Sponsor—\$200 (\$100 for 1/2 tent)

Float Tow w/ your company vehicle—\$100

Concession Stands—\$50 (popcorn, drinks, cotton candy, hot dogs, etc.)



Child Abuse—It's Unbearable!!!

*******Deadline January 10th*******

For more information call
Beth Mead 479-5700 or 533-3120
Lydia Pettijohn at 479-5700
The Family Center

