



2012 NYC Saint Patrick's Day Parade Gala Cocktail Reception Sponsorship Packages

\$20,000 - New York City St. Patrick's Day Parade Platinum

- 15 Tickets to Cocktail Gala Reception
- 15 Tickets to the Chief Reviewing Stand
- A full page advertisement in the Official Parade Journal
- Prominent signage and logo at the Gala Reception
- Appearance on the NBC's Parade Broadcast and web-cast reaching over 1.5 million people
- 15 Copies of 250th Parade commemorative book
- Premium Advertisement on the Website Sponsor Page

\$10,000 - New York City St. Patrick's Day Parade Gold

- 12 Tickets to Cocktail Gala Reception
- 12 Tickets to the Official Reviewing Stand
- A full page advertisement in the Official Parade Journal
- Premium Advertisement on the Website Sponsor Page
- Signage and logo at the Gala Reception
- 12 Copies of 250th Parade commemorative book

\$5,000 - New York City St. Patrick's Day Parade Corporate Friend

- 20 Tickets to Cocktail Gala Reception
- A page in the Official Parade Journal
- Premium Advertisement on the Website Sponsor Page

\$5,000 - New York City St. Patrick's Day Parade Founder

- 10 Tickets to Cocktail Gala Reception
- 10 Tickets to the Official Reviewing Stand
- a full page advertisement in the Official Parade Journal
- Acknowledgement of support in all Parade publications and the Parade website for one calendar year
- 8 Copies of 250th Parade commemorative book

\$2,500 - New York City St. Patrick's Day Parade Patron

- 6 Tickets to Cocktail Gala Reception
- a full page advertisement in the Official Parade Journal
- Acknowledgement of support in all Parade publications and the Parade website for one calendar year

\$150 - Individual Tickets