

**PARADE Commences: 11:30am  
at 2nd & Market Streets**

Route: Market Street to  
Civic Center Plaza  
via McAllister  
Street

**FESTIVAL: Civic Center Plaza  
10:00am to 5:00pm**

Free Admission to Music,  
Arts, Food, Fun,  
Community  
Activities

The UNITED IRISH SOCIETIES of San Francisco Proudly Presents

# ST. PATRICK'S DAY

UNITE IRELAND NOW!

159th  
Annual

# PARADE & FESTIVAL

Saturday, March 13, 2010

SAN FRANCISCO

SAN FRANCISCO



FEATURING TRADITIONAL AND CONTEMPORARY STAGE PERFORMANCES

[WWW.SFSTPATRICKSDAYPARADE.COM](http://WWW.SFSTPATRICKSDAYPARADE.COM)

800-310-6563

[WWW.SRESPRODUCTIONS.COM](http://WWW.SRESPRODUCTIONS.COM)

GREAT FOOD & BEVERAGES  
CHILDRENS ACTIVITIES

Take BART to the parade...  
one block from the Civic Center BART station  
Car parking at the Civic Center Garage

TRADITIONAL IRISH ARTS & CRAFTS  
IRISH ORGANIZATION DISPLAYS



# Overview

## WHAT

*The 159th Annual St. Patrick's Day Parade in San Francisco* is a well established event with historic ties to the city. The parade itself is a huge draw for attendees from all different demographics and ethnicity.

The addition of the *Festival* after the parade provides a great opportunity for attendees to learn more about Irish history and culture while having a great time experiencing the day. A full day of activity is planned for the St. Patrick's Day Festival at Civic Center Plaza and on Grove Street, Polk to Larkin Street.

The colorful festivities surrounding the *Parade & Festival* will showcase Irish Culture through live performance and entertainment, arts and crafts exhibitors, food and beverage concessions, children's rides and inflatable's, cultural displays, a petting zoo and pony ride and a number of non-profits booths representing the Irish community.

## WHERE

The *Parade* on Saturday begins at 11:30 AM at the corner of Second and Market, where more than 5,000 participants from all over the country, will reel about with laughter and revelry all the way to City Hall. *The Festival* will take place before, during and after the Parade on Saturday at San Francisco's Civic Center Plaza and on Grove Street, Polk to Larkin Street.

## WHEN

**Saturday March 13<sup>th</sup>, 2010 ~ 10 am to 5 pm ~ Parade at 11:30 am.**

## WHO

*The 159th Annual St. Patrick's Day Parade & Festival in San Francisco* is proudly presented by the United Irish Societies of San Francisco. The purpose of the United Irish Societies of San Francisco is to preserve and perpetuate the democratic principles of the Irish people, and of those for the freedom of Ireland and of the United States of America; to enlist the goodwill and cooperation of our fellow citizens in support of such democratic principles.

The event is produced by Steven Restivo Event Services, LLC (SRES). The company is a long time provider of event production services to chambers of commerce, merchant associations, various city agencies, corporations, non-profit groups, and other event industry professionals. The company's founder, Steven Restivo, has been involved in the event world for 26 years and has contributed to the production of hundreds of public events and large corporate functions.



# Event Highlights

- Thousands of attendees fill the streets and Civic Center Plaza



The 159<sup>th</sup> Annual St. Patrick's Day Parade & Festival ~ Saturday, March 13<sup>th</sup>, 2010 ~ 10 am to 5 pm ~ Parade at 11:30 am  
Produced by Steven Restivo Event Services, LLC ~ Ph: 1-800-310-6563 ~ 415-456-6455 ~ Fax: 415-456-6436  
[www.SRESproductions.com](http://www.SRESproductions.com) ~ [Steven@SRESproductions.com](mailto:Steven@SRESproductions.com)



# Audience

## DEMO- GRAPHICS

The Festival is attended by people from all over the nine-county San Francisco Bay Area. The Bay Area represents one of the world's great regional economies. It successfully competes in the global market as a knowledge-based economy powered by its wealth of research, technology, and innovation. If the Bay Area were a country it would rank about 20th in the world

The Bay Area's population consists of 6.5 million people within three metropolitan centers: San Francisco, San Jose, and Oakland. The gross regional product exceeds \$200 billion and ranks fifth in the U.S. The region is top ranked nationally for its proportion of scientists, lawyers, computer programmers, musicians, engineers, business consultants, authors, physicians and artists.

The tree-lined, freshly cut lawn of San Francisco's Civic Center Plaza is surrounded by some of the city's most important institutions. City Hall, retrofitted and gilded in 1999, houses the mayor's office, the Board of Supervisors chambers and a number of other government offices. The nearby Veteran's Building contains the Herbst Theater and a 1,000-seat lecture hall. On the corner of Gough and Van Ness is the modern Louise M. Davies Symphony Hall, home of the San Francisco Symphony

## COVERAGE/ IMPRESSIONS

These are just a few of the publications and radio stations that have helped promote the event to the Bay Area over the years:

- The **San Francisco Chronicle** has an average daily circulation of 485,000.
- **KGO Radio** reaches more than 1 million Bay Area listeners weekly
- **KCBS Radio** provides public service announcements
- Calendar listings will appear in a variety of publications throughout the Bay Area
- The event will be listed on 75 to 100 event listing websites
- We will be partnering with a major TV station/s in the market



# Event Promotion

## PROMOTION & MARKETING

*The 159th St. Patrick's Day Parade & Festival* is being aggressively marketed throughout the Bay Area and on the World Wide Web. Publicity and promotion will consist of extensive multi-media campaigns of T.V., print, radio and on-line, as well as posters, postcards and fliers distributed throughout the Bay Area prior to the event.

## FESTIVAL PROGRAM /INSERT

- ❖ With the help of a key media partner we will insert a beautiful event **program** into the partner's newspaper, as a supplement, one week prior to the event. Additional copies of the program will be distributed at the event.

## POSTERS

- ❖ A minimum of **1,000 posters** will be distributed to high traffic areas throughout the Bay .

## POSTCARDS

- ❖ Over 5,000 **postcards** will be mailed out to participating artists and distributed around the Bay Area.

## FLIERS

- ❖ **Customized fliers** will be distributed at retail outlets throughout the Bay Area.

## THE WEB

- ❖ The official event websites is located at [www.sfstpatricksdayparade.com](http://www.sfstpatricksdayparade.com) and [www.SRESproductions.com](http://www.SRESproductions.com) will be promoted in all materials related to the event.

## RADIO

- ❖ The event will be **publicized on a number of local radio stations** via promotional spots and 30 to 60 second spots. We may have a local Radio station broadcasting live at the event.

## PRINT

- ❖ We will be partnering with a large newspaper in the area to help promote and advertise the event.



# Sponsor Benefits

Here are just a few ways ***your company*** will benefit as a sponsor of  
***The 159th Annual St. Patrick's Day Parade & Festival***

## HELP YOUR BUSINESS

- ❖ Have access to one of the most **sought after demographic** niches in the country:
  - This is an exceptional opportunity to reach the sophisticated Bay Area market.
- ❖ Reach a large audience with **repeated impressions**:
  - Your company name and/or logo will appear on the event's poster and in all promotional materials, include the official festival website.
- ❖ A **unique opportunity** to engage with people:
  - Event attendees are a captive, receptive audience that has time to look, listen and hear about your products and/or services.
- ❖ Develop **new business contacts**:  
The Event provides you with a unique networking opportunity to connect with
  - The community in a fun and entertaining environment.

## MAKE A DIFFERENCE

- ❖ Demonstrate, sample or **test market your product**:
  - Receive instant responses about your products and/or services from attendees.
- ❖ Show your company's **commitment to the arts** and local community:
  - The event offers a great way for you to show your commitment to the residents of the Bay Area.
- ❖ Help **promote community outreach**:
  - **The event provides a unique opportunity for the community of San Francisco to come together.** The community has a long tradition of supporting its benefactors.



# Sponsor Packages

**TITLE/  
PRESENTING  
SPONSOR  
\$30,000**

- Category exclusivity for 2010
- Right of first refusal for the 2011 Event
- Opportunity for prominent placement in the Parade (subject to parade committee approval)
- Company name and logo incorporated into event name for all advertising and promotional purposes, including:
  - prominently displayed on 1,000 posters (deadline: February 9<sup>th</sup>, 2010)
  - prominently displayed on 5,000 postcards (deadline: February 9<sup>th</sup>, 2010)
  - all print advertising
- 1/2-page black & white ad in the Official Event Program\* (if applicable)
- Logo and link to sponsor's website prominently displayed on Event websites
- Company name mentioned in all radio spots for event (if applicable)
- Company name mentioned in all publicity for event
- One large banner on Main Stage at Festival and Parade reviewing stand (sponsor to provide)
- One 20ft x 40ft booth space and booth canopy at the Festival
- One large banner at sponsor's booth (sponsor to provide)
- Company name/logo on banners placed around event site (sponsor to provide banners)
- Logo inclusion on event t-shirt (if applicable)

**MAJOR  
SPONSOR  
\$20,000**

- Company logo prominently displayed on 1,000 posters (deadline: Feb. 9<sup>th</sup>, 2010)
- Company logo displayed on 5,000 postcards (deadline: February 9<sup>th</sup>, 2010)
- Opportunity for prominent placement in the Parade (subject to parade committee approval)
- 1/3-page black & white ad in the Official Event Program\* (if applicable)
- Logo and link to sponsor's website displayed on official event websites
- Logo displayed in all event advertising
- Company name mentioned in all radio spots for event (if applicable)
- Company name mentioned in all publicity for event
- One large banner on Main Stage at event (sponsor to provide)
- One 20ft x 20ft booth space and booth canopy at the Festival
- One large banner at sponsor's booth (sponsor to provide)
- Company name/logo on banners placed around event site (Sponsor to provide banners)
- Logo inclusion on event t-shirt (if applicable)



# Sponsor Packages

---

---

## **PARTICIPATING SPONSOR \$10,000**

- Company logo displayed on 1,000 posters (deadline: February 9<sup>th</sup>, 2010)
- Opportunity for prominent placement in the Parade (subject to parade committee approval)
- 1/4-page black & white ad in the Official Event Program\* (if applicable)
- Logo and link to sponsor's website displayed on official event websites
- Logo displayed in all event advertising
- Company name mentioned in all radio spots for event (if applicable)
- Company name mentioned in all publicity for event
- One large banner on Main Stage at event (sponsor to provide)
- One 10ft x 20ft booth space and booth canopy at the Festival
- One large banner at sponsor's booth (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable)

## **CONTRIBUTING SPONSOR \$5,000**

- Company name listed in Official Event Program\* (if applicable)
- Logo and link to sponsor's website displayed on official event websites
- Company name mentioned in all publicity for event
- One 10ft x 10ft space and 10 x 10 booth (if needed) at the Festival
- One large banner at sponsor's booth (sponsor to provide)
- Logo inclusion on event t-shirt (if applicable)

## **FESTIVAL SPONSOR \$2,500**

- Company name mentioned in event publicity
- One 10ft x 10ft space at the Festival (sponsor to provide booth)
- One large banner at booth (sponsor to provide)