



Allentown St. Patrick's Parade

Celebrating 52 Years of Tradition

March 22, 2009

www.allentownstpatricksdayparade.com

We are pleased to announce that the Allentown St. Patrick's Parade will march down the streets of Allentown, Pennsylvania for a 52nd year on March 22, 2009.

The first known St. Patrick's Parade was held in Allentown in the late 1860's. Over a century later, in 1955, what we know as the modern day Allentown St. Patrick's Day Parade was organized by business and political leaders through the St. Patrick's Day Observance Society. The Parade ran from 12th and Hamilton Streets to the Immaculate Conception Church on Ridge Avenue. In 2009 the Parade will consist of seven divisions that will march down the streets of Allentown's West End.

The Parade is presented by a committee of volunteers who work alongside the Ancient Order of Hibernians (AOH), Lehigh County Division 1, and the Ladies Ancient Order of Hibernians (LAOH), Lehigh County Division 17. The AOH/LAOH is a 501(c)3 whose mission is to raise money for local children's charities. In order for the Allentown St. Patrick's Parade to march in Allentown each year, community events are held, and support by Lehigh Valley businesses through sponsorships and program book provide the funds to offset the costs of the Parade.

We have enclosed our Corporate Sponsor Package and Program Ad Book details for your review and consideration. All proceeds from our sponsorships will support the future of the Allentown St. Patrick's Parade.

We look forward to your participation in the Allentown St. Patrick's Parade and thank you for your support.

2009 Allentown St. Patrick's Committee

Parade Chairperson: John Chaya, Sr.....610-770-1213

Parade Sponsorship Chairperson: Sean Ferguson.....610-443-1574

AOH Lehigh County Division 1 President: Ed Barry...610-417-1474



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22, 2009 www.allentownstpatricksdaysparade.com

	\$5,000	\$2,500	\$1,500	\$1,000	\$600	\$300	\$200	\$100
BENEFITS	Parade Sponsor	Parade Co-Sponsor	Division Sponsor	Bag Pipe Band Sponsor	Drum & Bugle Corp	High School Band Sponsor	Middle School Band Sponsor	Marching Unit Sponsor
Parade will be named The Allentown St. Patrick's Parade-Sponsored By (Parade Sponsor Name)								
Company banner, logo float marching group, etc. will be in 1st Division following lead band & dignitaries								
Company banner, logo, float, marching group, etc. leading 2nd division or 3rd division								
Company name on pole banner on parade route (will be mounted prior to parade)								
Prominent position of logo in all newspaper ads, TV ads, and all printed materials as Parade Sponsor	 Will be listed as Parade Sponsor	 Will be listed as Parade Co-Sponsor						
Prominent sponsor's name in all event news releases, press conferences and printed material								
Logo and name as parade sponsor on bill boards (pending billboard sponsor in-kind trade)	 Will be listed as Parade Sponsor	 Will be listed as Parade Co-Sponsor						
Logo and name on parade website with link to sponsor's web site	 Will be listed as Parade Sponsor	 Will be listed as Parade Co-Sponsor						
Sponsor introduced and thanked publicly during cable TV coverage of Parade	 Will be listed as Parade Sponsor	 Will be listed as Parade Co-Sponsor	 Recognized as Division Passes	 Recognized as Band Passes	 Recognized as Band Passes	 Recognized as Band Passes	 Recognized as Band Passes	 Recognized as Group Passes
Public address recognition and TV Acknowledgements throughout parade and all events	 Will be listed as Parade Sponsor	 Will be listed as Parade Co-Sponsor						
Public address recognition and TV acknowledgements as division/band/group passes								
Company banner, logo, float, marching group, etc. in division/unit/band designated (assigned as sponsor commits)			 In Front of Division	 In Front of Unit	 In Front of Unit	 In Front of Band	 In Front of Band	
Program Book Full Page BW or Color Ad	 Includes Logo on Front Cover	 Includes Logo on Front Cover						
Program Book B/W Ad (color available but fees apply)				 Full Page Ad	 1/2 Page Ad	 1/2 Page Ad	 1/4 Page Ad	 1/8 Page Ad
St. Patrick's Kick-Off Fundraiser	 10 Tickets	 6 Tickets	 4 Tickets	 2 Tickets	 2 Tickets			
St. Patrick's Cocktail Party	 10 Tickets	 6 Tickets	 4 Tickets	 2 Tickets	 2 Tickets			
St. Patrick's Coronation Celebration	 10 Tickets	 6 Tickets	 4 Tickets	 2 Tickets	 2 Tickets			



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2009 St. Patrick's Parade Sponsor/Program Advertiser Form

The Allentown St. Patrick's Parade looks forward to featuring your business in the 2009 Parade Program Book. The proceeds of the advertisements featured benefit the Allentown St. Patrick's Parade. Thank you in advance for your participation.

Name:					
Signature:					
Firm/Organization:					
Address:					
City:		State:		Zip:	
Home Phone:		Work Phone:			
Fax:		E-Mail:			
Web Site:				Cell:	
Parade Comm. Member					

Please select the level of support and participation you would like to provide for the *2009 Allentown St. Patrick's Parade*. All payments, information and camera-ready copy are due by **February 13, 2009**

SPONSORSHIP OPTIONS

___ Parade Sponsor	\$5,000	___ Drum & Bugle Corp	\$600
___ Parade Co-Sponsor	\$2500	___ High School Band	\$300
___ Division Sponsor	\$1,500	___ Middle School Band	\$200
___ Bagpipe Band	\$1,000	___ Marching Unit Sponsor	\$100

PARADE & EVENTS PROGRAM AD SPONSOR

___ Full Page Color	\$295	___ Quarter Page Color	\$125
___ Full Page B&W	\$200	___ Quarter Page B&W	\$75
___ Half Page Color	\$200	___ Eighth Page B&W	\$50
___ Half Page B&W	\$125	___ Patron Listing	\$15

TOTAL AMOUNT OWED \$ _____ Please check if you would like to use the same Ad as 2008

Please make checks payable to: Allentown St. Patrick's Parade Committee, Inc.

Return with check and camera ready copy to: St. Patrick's Parade Committee c/o Sean Ferguson, Sponsor Chairperson
316 Mulberry St. Catasauqua PA 18032 Fax: 610-443-1807

For questions please contact: Sean Ferguson at 610.443.1574 or e-mail seanfergie@aol.com