

DOWNTOWN WILMINGTON
HOOLEY (IRISH MUSIC) FEBRUARY 12, 2022
AND ST. PATRICK'S DAY PARADE MARCH 12, 2022

The 5th Annual Hooley (Irish music) and 22nd St. Patrick's Day Parade will take place on February 12, 2022, and March 12, 2022 respectively.

The Hooley features Irish music and dancers and is hosted by Waterline Brewing. The most recent Hooley had more than 500 attendees. The St. Patrick's Day Parade has been recognized as one of the top 10 St. Patrick's Day parades in small cities in America with an approximate attendance of 15,000 people.

The Parade itself, steps off at 11 AM and proceeds down Front Street, ending at the Downtown St. Patrick's Day Festival (sponsored by Cool Wilmington/Downtown Business Alliance). The Parade and the Festival in years past have drawn thousands of spectators to downtown Wilmington for a family day of Celtic and traditional music, Irish dancing, bagpipe performances, food vendors and other activities. Your sponsorship will help in funding the organizational and production costs of the Hooley and the Parade and will provide a branding opportunity for your business's products and services.

The \$350 sponsorship package is as follows:

- Your company name or logo will be in all press releases and print ads
- Your company name or logo will be on our social media ads, such as Facebook, Instagram, Twitter, etc.
- Your company name or logo will be featured prominently on the Hooley/Parade website. (<http://wilmingtonstpatriksdayfestival.com/>) for calendar year 2022
- Your company name or logo banner will be displayed at the Hooley and at the Parade's review stand
- Your organization will be entitled to have a no entry cost float in the parade (in accordance with the parade guidelines)
- Your company name or logo will be in all Hooley and Parade press releases, and on all posters
- Your company's banner/logo will be displayed at the post Parade festival and in all Cool Wilmington advertising for the Festival.

Thank you in advance for considering being a sponsor for our events, both of which are significant community events. If you have any questions, please contact Joe Costy at 910.444.9743 or Wilmingtonparade2022@gmail.com

Port City Irish Productions Inc. (PCIP)
Agreed and Accepted:

Sponsor

Date

PCIP Representative Date



Wilmington St. Patrick's Day Parade
March 12, 2022
and Hooley February 12, 2022
wilmingtonparade.com



The \$350 Sponsorship package includes:

- ✿ Your company name or logo in all press releases and on all digital and print ads for both events
- ✿ Your company name or logo on all social media sites such as Facebook, Instagram, Twitter, etc.
- ✿ Your company name or logo featured prominently on our website for calendar year 2022.
(www.wilmingtonparade.com)
- ✿ Your organization will be entitled to a no entry cost float in the parade (In accordance with Parade guidelines)
- ✿ Your company name or logo banner will be displayed at the Hooley and the Parade's reviewing stand.
- ✿ Your banner/logo will be displayed at the post Parade festival and in all Cool Wilmington advertising.
- ✿ Your company name or logo will be in all Cool Wilmington advertising for the Post-Parade Festival.

Thank you in advance for considering being a sponsor for these significant community event. Any questions, please call Joe Costy @ 910.444.9743 or at wilmingtonparade@gmail.com