

18th Annual Greater Manassas St. Patrick's Day Parade

January 1, 2017

Hello and Happy New Year to you:

Patrick Sullivan here, kindly seeking your financial support for the Greater Manassas Saint Patrick's Day Parade. This is the 18th year for this Greater Manassas community and business supported parade. If you don't already have it on your 2017 calendar, the parade will begin at 11 AM on Saturday, March 11th, 2017.

As you know, after all these years of your advertisement and sponsorship support, Inisfail, Inc., the organizing and holding company for this parade, supports this event primarily through the sales of advertisements in our parade book. We also offer three sponsorships levels. Inisfail needs to raise \$21,000.00 to cover Parade operating costs. Please remember we are a IRS 501(c) (3) certified organization.

The 2017 Advertisement/Sponsorship Rates:

Level	Advertisement/Sponsorship	Cost
Chief Sponsor	Full page color ad, and color logo on the parade poster, website, grand stand and street banner	\$1,000.00
Band Sponsor	Full page black and white ad, and color logo on the parade poster, website and street banner; walk with the band	\$500.00
Parade Sponsor	Full page black and white ad, and color logo on the parade poster and website	\$375.00
Full Page	Black and white ad, 8 ½" wide x 11" tall	\$300.00
Half Page	Black and white ad, 8 ½" wide x 5 ½" tall	\$150.00
Quarter Page	Black and white ad, 4 ¼ wide x 5 ½" tall	\$90.00
Business Card	Black and white ad, 4 ¼ wide x 2 ¾" tall	\$75.00

What will you receive for your support?

- **Advertisement** purchase (Business Card, Quarter Page, Half Page, Full Page):
 - ✚ A black and white advertisement that reaches 1500 patrons
- **Parade** Sponsorship purchase:
 - ✚ A full page black and white advertisement that reaches 1500 patrons
 - ✚ Your business's color logo on the parade posters and website
 - ✚ On the website, we will link your logo with a Google interactive map and location indicator with ability to provide an address or slogan pop-up within the map to your business location
- **Band** Sponsorship purchase:
 - ✚ All Parade sponsorship benefits
 - ✚ You can march with one of the marching bands of your choice with your business banner
 - ✚ Your business logo will be on the back of the Manassas Center Street banner for a week prior to the parade
- **Chief** Sponsorship purchase:
 - ✚ All Parade and Band sponsorship benefits
 - ✚ A full-page color advertisement in the parade book
- If you choose a sponsorship greater than \$1000.00, we will work with you to offer you greater advertising exposure.

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I invite you to visit our parade website at <http://www.stpatparade.net>. The website includes the parade route, participant information, photos from previous parades, and hopefully, your logo. We usually have 6 to 8 bands in the parade, most are pipe bands, which makes for a music infused parade along with a few Gaelic Dance teams. All Sponsors are invited to and recognized at the Grand Marshal toast, a week prior to the parade. The time and location will be provided.

OK, how to make a purchase:

Online Purchase: Browse to <http://www.stpatparade.net> website. Click on any of the Sponsorship links and then follow the simple navigations steps. You can complete a form where you can select the appropriate advertisement/sponsorship level. Follow the prompts to submit your advertisement and upload your ad graphic.

Mail Purchase: Send your completed Souvenir Program Booklet advertisement form attached to this email with your purchase to **Inisfail, Inc. P.O. Box 1851, Manassas, VA 20108** or to **Patrick Sullivan, 10106 Oxford Ct. Nokesville, Virginia 20181**. Please make your checks payable to “**Inisfail, Inc.**”.

Email and mail purchase: You can fill out the Souvenir Program Booklet advertisement form attached with this email and email it back to me along with your advertisement and/or logo. Then of course, mail the check to me as described in "Mail Purchase".

Thank you very much for your time and consideration of sponsorship for this parade. It is through your generous sponsorships we are able to provide the Greater Manassas community with a wonderful and exciting parade. If you have any questions or concerns, please email me at programbook@stpatparade.net or call me on my cell at: 703-819-2664.

Have a great New Year's,

Patrick A. Sullivan

18th Annual Greater Manassas St. Patrick's Day Parade
March 11, 2017
Souvenir Program Booklet

I would like to support the Greater Manassas St. Patrick's Day Parade by purchasing an advertisement in the Souvenir Program Booklet:

- | | | |
|--------------------------|-----------------|--------------------|
| <input type="checkbox"/> | Chief Sponsor: | \$1,000.00 & Above |
| <input type="checkbox"/> | Band Sponsor: | \$500.00 |
| <input type="checkbox"/> | Parade Sponsor: | \$375.00 |
| <input type="checkbox"/> | Full Page: | \$300.00 |
| <input type="checkbox"/> | Half Page: | \$150.00 |
| <input type="checkbox"/> | Quarter Page: | \$90.00 |
| <input type="checkbox"/> | Business Card: | \$75.00 |

Name: _____

Business: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

Email: _____

Please make checks payable to: **Inisfail, Inc.**

Deadline for submission is: **February 22, 2017.**

Please ensure your digital image is submitted via our webpage, email, on, or mail. Acceptable image files are .JPEG, GIF, TIF, PNG, or PDF. All scanned images must be scanned at a minimum of 300 dpi. All advertisement images must be proportional to the ad size requested.

Parade Website: www.stpatparade.net

Mail: Inisfail, Inc., P.O. Box 1851, Manassas, VA 20108 **or**
Patrick Sullivan, 10106 Oxford Ct. Nokesville, Virginia 20181

Email: programbook@stpatparade.net

Full Page Ad: \$300
8 ½" wide x 11" tall

Half Page Ad: \$150
8 ½" wide x 5 ½" tall

Business Card Ad: \$75
3 ¾" wide x 2 ¾" tall

Quarter Page Ad: \$90
3 ¾" wide x 5 ½" tall

Business Card Ad: \$75
3 ¾" wide x 2 ¾" tall