



106 East Jefferson Street  
Tallahassee, Florida 32301 - 850.224.3252  
[www.tallahasseedowntown.com](http://www.tallahasseedowntown.com)

## Sponsorship Invitation

### ST. PATRICK'S DAY DOWNTOWN FESTIVAL

The Tallahassee Downtown Improvement Authority (TDIA) is pleased to announce the **3<sup>rd</sup> ANNUAL ST. PATRICK'S DAY DOWNTOWN – SATURDAY, MARCH 17, 2012** – 4 to 11 p.m. on Adams Street commons (between Park Avenue and Jefferson Street).

We are also pleased and proud to announce that St. Patrick's Day Downtown 2012 is being sponsored again by Regions Bank, Guinness (Cone Distributing, Inc.), Student Housing Solutions, Clear Channel, the Tallahassee Irish Society, FOX 49 – WTLH, and the Tallahassee Downtown Improvement Authority.

The very popular **Scots on the Rock** band will be playing once again for this year's event. This band is guaranteed to get them dancing and singing in the street. This year the Shamrock Stage will feature bag pipers, singers, dancers, Irish entertainment, poets, and more.

All we need is **YOUR sponsorship** to make this an all time great annual community event. Sponsorships for 2012 are:

- **Parade Sponsorship** - \$2,500
- **5K Run Sponsorship** - \$2,000
- **Cultural Performances Sponsorship** - \$1,500
- **Shamrock Stage Sponsorship** – \$1,000
- **Show mobile Sponsorship** – band stage - \$1,000
- **Friend of St. Patrick's** - \$500\*

All sponsors will be:

- listed the pre-event news release,
- appear in LimeLight advertising
- shown on event promotional posters
- mentioned on ClearChannel radio
- provided a free vendor spot(s) on Adams Street,

**\*Friends of St. Patrick will be provided a free vendor spot and listed on pre-event news release.**

Being a part of this event provides a lot of great community support, PR, and visibility! We look forward to your participation in this year's event. Please do not hesitate to contact me for any additional information about the event and how you can participate.

Sincerely,

Al Pasini, CAE  
Executive Director

