



2020 Irish Week in Seattle

including
*Seattle's St. Patrick's Day Parade
and Seattle Irish Festival*

SPONSORSHIP OPPORTUNITIES



European Union Ambassador to the U.S. and former Irish Prime Minister John Bruton, with Parade Coordinator John Keane, Washington Governor Christine Gregoire, and Irish Government Minister of State John McGuinness TD, before the start of Seattle's St. Patrick's Day Parade.

Overview

Sponsorship of the annual St. Patrick's Day Parade in downtown Seattle (Saturday, March 14), the Seattle Irish Festival at the Seattle Center (Sat, March 14 and Sun, March 15) and other Irish Week Events, can deliver an estimated 2+ million impressions to a family oriented audience in the #14 U.S. media market.

Seattle's St. Patrick's Day Parade

Recognized as one of the Top 10 St. Patrick's Day Festivals in America, Seattle's St. Patrick's Day Parade regularly attracts some 10-20,000 spectators along a 12-block Fourth Avenue parade route from Fourth & Jefferson to Westlake Park in downtown Seattle. The parade annually includes up to 2,000 marchers including bands, drill teams, community groups and other entertainers from across Washington state. Among the annual favorites are the Seafair Clowns, Seafair Pirates, Keystone Cops, Seattle Firefighters Pipes and Drums, Seattle Police Pipes and Drums, high school bands, drill teams and celebrities. Date: Saturday, March 14 (12:30 noon to 2:30 p.m.). The 2020 St. Patrick's Day Parade is Seattle's 49th Annual.

Irish Festival Seattle at the Seattle Center

Irish Festival Seattle, a part of Festal at the Seattle Center (in the Armory, formerly known as Center House), attracts some 12-15,000 participants each year. The two-day festival includes non-stop Irish music, singing, dancing, workshops, lectures, art and cultural displays, children's contests and other activities, including artisans selling Irish and Celtic products. The most popular activities include Champion Irish Stepdancers, the "Smilingest Irish Eyes" Contest, the "Most Irish-Looking Face" Contest, and an Irish Film Festival Seattle of contemporary Irish short films. Date: Saturday, March 14, Sunday, March 15. The 2020 Irish Festival is Seattle's 39th Annual.

Other Irish Week Events

Irish Genealogy Workshop (Sat. March 21), Irish Soda Bread Cooking Class (Sat. Feb. 22), Irish Soda Bread Contest (Sun. March 15), Mayor's Irish Week Proclamation Luncheon (Fri. March 13), Pirates Landing of St. Patrick (Fri. March 13), Painting 'O The Green (Fri. March 13), Matt Talbot Dinner (Sun. March 14), Seattle Gaels Field Day of Gaelic Games (Sat. March 21).

Value Proposition

Value-based sponsorship opportunities for a mid-spring, family civic festival in Seattle's community. Opportunity to align your brand with one of Seattle's most enduring civic family oriented festivals. 2020 could be the first year of a structured corporate sponsorship program for this event, thus creating additional media opportunity and eliminating brand confusion associated with other sponsored events.



The Hon. Desmond Guinness & Mayor Declan McDonnell of Galway, Ireland, raise the Irish Flag before the start of the St. Patrick's Day Parade.

Demographics Families / All Ages

Sponsorship Categories

Title Sponsorship: Exclusive presenting sponsorship rights to St. Patrick's Day Parade and Irish Festival Seattle, Seattle Center signage, preferred presence within parade for personalities, etc., advertising / visibility in the St. Patrick's Day Parade media, participation in public relations program, Irish Festival visibility and recognition, Event Sponsorship deliverables.

Additional Irish Week Partnering Opportunities: Presenting sponsorship of other individual Irish Week 2020 events: Mayor's Irish Week Proclamation Luncheon, Pirates Landing of St. Patrick at South Lake Union, Painting of the Green Stripe on Seattle's 4th Ave., Irish Soda Bread Contest, Irish Genealogy Workshop, Matt Talbot Dinner and Irish Film Festival Seattle. Sponsor also receives Parade and Festival signage, visibility and product sampling opportunities, presence within parade for personalities or other assets, advertising / visibility in Irish Heritage Club / St. Patrick's Day Parade select media, and participation in public relations program.

Media Partner: Media partners provide in-kind assistance to assist Seattle Irish Week in reaching its target audience: Seattle DMA individuals and families. In-kind assistance should include, but is not limited to, in-kind production and airing of PSAs, on-air promotional activities, and website promotional content. Media partners receive preferred presence at the parade and festival for personalities or other assets, advertising / visibility in Irish Heritage Club / St. Patrick's Day Parade proprietary media, and visibility at all Irish Week Events.

Media/Audience

Parade / Festival Attendance	35,000
Irish Week Website/Facebook Page	600,000
Irish Week Program (print & email)	40,000
PR Program (print and online)**	1,200,000
PR Program (television and radio)***	500,000

Total Estimated Impressions:

2+ million

Contact:

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www.irishweek.org

Video of Irish Week 2019 at [https://youtu.be/ J8Rcz_3fKA](https://youtu.be/J8Rcz_3fKA).