

**PADDY FEST 2024
MARCH 16TH AND 17TH**

2024



SPONSORSHIP OPPORTUNITIES



PMB EVENTS



ABOUT THE EVENT



TAMPA BAY'S BIGGEST PADDY'S DAY CELEBRATION COMES BACK TO WILLIAM'S PARK IN DTSP

Following on the heels of our successful USMNT World Cup Watch Parties at Williams Park we saw the potential for a Paddy's Day Festival bigger than any other St. Pete had seen before

Hosted by St. Pete natives, the inaugural event, Paddy Fest at Williams Park 2023, proved that our love for this city, passion for this industry and obsession with Celtic culture was a recipe for success.

This past event was filled with live music, local vendors, food trucks, multiple bars, Irish performances, a kids zone and so much more.

This coming year we look forward to more Irish inspired food, drink and fun merriment during our 2 DAY long 2nd Annual Paddy Fest event.

STATISTICS

Paddy Fest 2023

"our inaugural event"

🍀 ATTENDANCE 🍀
over 8,500 people

🍀 VENDORS 🍀
29

🍀 FOOD PURVEYORS 🍀
13

🍀 VOLUNTEERS 🍀
100+

Next year is a 2 DAY LONG event!

Meaning double the exposure for your brand.

Last years attendance of 8,500 was on a Friday and a first of it's kind event. Next years event will be held on the weekend, Saturday and Sunday with the intent of doubling those numbers. We plan to do press release in the coming weeks, making it months before last years press release date.

OUTREACH

Paddy Fest 2023

"our inaugural event"

MEDIA EXPOSURE



Over 41,000 likes, comments, shares and views!

CLICK THE LINKS BELOW TO
VIEW OUR WRITE UPS

 iLOVE THE BURG[®]
more.

 The GABBER
FLORIDA'S OLDEST INDEPENDENT WEEKLY NEWSPAPER

 FOX 13
TAMPA BAY

 Tampa Bay
Times



ST. PETE
CLEARWATER

 evolve&co.

ST. PETE

 CATALYST

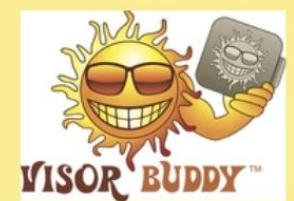
 COX MEDIA
GROUP Tampa

 RISING

LAST YEARS AFFILIATES



FURMAN
MARKETING



AND MORE!!

2024 SPONSORSHIP PACKAGES

TITLE SPONSORSHIP (ONLY 1)

\$25,000

Paddy Fest at Williams Park provides your brand an opportunity to reach a vast and diverse audience at the city's most anticipated St. Patrick's Day celebration.



This city block sized festival not only celebrates Irish culture but also fosters a sense of community and togetherness. Aligning your brand with this festival demonstrates your commitment to supporting our local thus enhancing your brand's reputation and building positive brand associations.

SPONSORSHIP INCLUDES

- ✿ TOP feature on ALL marketing and promotional materials
- ✿ TOP feature on website and all social media pages
- ✿ Branding on fencing along park and other festival structures
- ✿ Brand logo on Festival lanyard
- ✿ Brand (1 of 2) on LOGO design
- ✿ Full page in Festival program
- ✿ Unlimited Free entry** and 25 Hospitality Tent passes
- ✿ Free vendor spot in prime park location.
- ✿ Exclusive branding at Info Center
- ✿ Brand logo on Festival lanyard

DOUBLE DECKER PORT-A-PARTY SPONSORSHIP

\$10,000



THE MOST ICONIC PIECE OF PADDY FEST!

Hailing all the way from South Carolina comes a behemoth of a bar like no other. Featuring 2 stories for event goers to enjoy, it also includes a fully functional bar with liquor wells and a draft system. It also includes 4 large plasma TV's to keep guests engaged during the March Madness tournaments. Make your brand shine at Paddy Fest's most talked about bar!

SPONSORSHIP INCLUDES

- ✿ Exclusive Brand use at bar
- ✿ Brand use at other bars
- ✿ Double decker "decked" out in your brand across 2 levels
- ✿ Long term brand deals with affiliated bars
- ✿ Brand (1 of 2) on LOGO design
- ✿ Full page in Festival program
- ✿ Unlimited Free entry** and 25 Hospitality Tent passes
- ✿ Free vendor spot in prime park location.

STAGE SPONSORSHIP

\$5,000



Make a long lasting impact and captivate a vast audience with our entertainment sponsorship. All eyes will be on the main stage as performances and live music will ensue from beginning to end.



Last years entertainment included Irish Step Dancers, The Dunedin Pipe Band and live music all day including Stormbringer! Our 2 DAY long festival next year will feature even more performances and opportunities for your brand to stand out!

SPONSORSHIP INCLUDES

- Feature on select marketing and promotional materials
- Feature on select website and social media pages
- Exclusive branding on an around stage area
- Verbal mention by DJ between all sets
- Brand logo on Festival lanyard
- Half page in Festival program
- 10 Free entry** and 10 Hospitality Tent passes
- Free vendor spot in prime park location.

HIGHLAND GAMES SPONSORSHIP

\$5,000

The Highland Games, a beloved tradition deeply rooted in Irish culture, is a thrilling display of strength, skill and camaraderie. This grand exhibit takes place in our festival spanning the entire blocks long lawn.

The sizable nature of this event ensures maximum brand exposure with your logo prominently displayed along the exhibit. Aligning your brand with this highly respected event demonstrates your commitment to supporting cultural traditions and local communities.



SPONSORSHIP INCLUDES

- ✿ Exclusive branding in Highland Games area.
- ✿ Feature on select website and social media pages
- ✿ Feature on select marketing and promotional materials
- ✿ Brand logo on Festival lanyard
- ✿ Half page in Festival program
- ✿ 10 Free entry** and 5 Hospitality Tent passes
- ✿ Free Vendor Spot adjacent to Highland Games exhibit

KIDS ZONE SPONSORSHIP

\$2,500



Paddy Fest in 2023 proved to be the family friendly event for St. Patrick's Day that our city has been urning for. Drove of families attended last years event enjoying the endless festivities for all ages



Next years Kid Zone will feature even more attractions including, multiple inflatables, face painting, balloon art, entertainers, games and much more!

SPONSORSHIP INCLUDES

- 🍀 Feature on select marketing and promotional materials
- 🍀 Feature on select website and social media pages
- 🍀 Exclusive branding on all kids zone activities
- 🍀 Brand logo on Festival lanyard
- 🍀 Half page in Festival program
- 🍀 10 Free entry** and 5 Hospitality Tent passes
- 🍀 Free vendor spot in prime park location.

INFLATABLE PUB SPONSORSHIP

\$2,500



This eccentric and eye-catching structure became one of our most popular attractions at Paddy Fest! Featuring a full bar and furnishings, this inflatable giant was a premiere place for partaking in the St. Patrick's Day festivities! Feature your brand, and your product, here for a uniquely immersive and intimate brand experience.



SPONSORSHIP INCLUDES

- ✿ Feature on select marketing and promotional materials
- ✿ Feature on select website and social media pages
- ✿ Exclusive branding and brand use in inflatable pub.
- ✿ Brand logo on Festival lanyard
- ✿ Half page in Festival program
- ✿ 10 Free entry** and 10 Hospitality Tent passes

HOSPITALITY TENT SPONSORSHIP

\$2,000

Taking the best of last year's VIP experience we are creating an even bigger and more impressionable space for volunteers, staff and event goers alike. The Hospitality Tent will serve as a space for volunteer info, staff meetings, vendor and musician check-in, and a paid VIP experience for festival attendee's to enjoy food and drink.



SPONSORSHIP INCLUDES

- ✿ Feature on select marketing and promotional materials
- ✿ Feature on select website and social media pages
- ✿ Exclusive branding in and around tent.
- ✿ Brand logo on Festival lanyard
- ✿ Half page in Festival program
- ✿ 10 Free entry** and 10 Hospitality Tent passes
- ✿ Free vendor spot in prime park location.

BEER TRUCK SPONSORSHIP

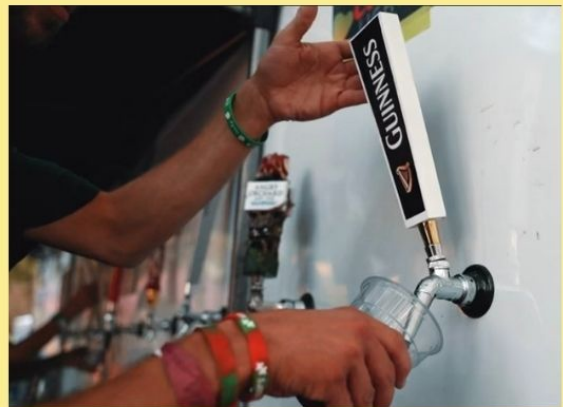
\$2,000



This coming years festival will have 2 super-sized beer trucks serving as the only place for guests to enjoy a refreshing draft beverage. By sponsoring a beer truck, your company's branding a logo will be prominently displayed on the truck, ensuring high visibility and recall amongst attendees.



St. Patrick's Day celebrations are often synonymous with beer-drinking and merriment. Sponsor a beer truck to have direct access to a captive and festive audience!



SPONSORSHIP INCLUDES

- Feature on select marketing and promotional materials
- Feature on select website and social media pages
- Exclusive branding on one of our trucks
- Brand logo on Festival lanyard
- Half page in Festival program
- 10 Free entry** and 5 Hospitality Tent passes

KEGS AND EGGS SPONSORSHIP

\$2,000



A Paddy's Fest first! We will be serving up eggs, bacon and all of the traditional favorites paired with various Irish beer staples the Sunday morning of St. Patrick's Day. This event offers a distinct branding opportunity that sets your company apart from the other sponsors.

Pre-sale tickets will give your brand an additional advantage as your logo will be featured on these tickets thus maximizing exposure even before the event begins. Sponsoring our inaugural Kegs and Eggs breakfast



SPONSORSHIP INCLUDES

- 🍀 Feature on select marketing and promotional materials
- 🍀 Feature on select website and social media pages
- 🍀 Exclusive branding on all Kegs and Eggs related items.
- 🍀 Brand logo on Festival lanyard
- 🍀 Half page in Festival program
- 🍀 10 Free entry** and 5 Hospitality Tent passes

PREMIUM VENDOR SPONSORSHIP

\$1,000

Enhance your vendor experience and brand exposure with our new Premium Vendor Sponsorship. Next year, with a 2 day long event, this sponsorship option can translate into long-term brand loyalty and recognition from festival attendees. Extra perks and branding opportunities will give your company an advantage over the rest.



SPONSORSHIP INCLUDES

- 🍀 Feature on select marketing and promotional materials
- 🍀 Feature on select website and social media pages
- 🍀 Premium vendor location of your choosing.
- 🍀 Brand logo on Festival lanyard
- 🍀 Quarter page in festival program
- 🍀 5 free entry for both festival days**
- 🍀 Giveaway opportunities for your brand on the mainstage between sets.

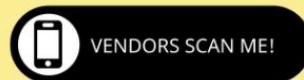
VENDOR SPACES

Last year we had a tremendous turnout with 29 different vendors who participated in our inaugural event. This year we look forward to providing even more exposure during next year's 2 day long festival with even more marketing and media behind it.



Scan the code below to access our registration form for more information

*Vendors
scan me!!*



*Scan for
more info!*

SIGN UP FOR A SPONSORSHIP TODAY!



**Scan the code above for
more information!**

