

**PADDY FEST**  
**ST. PETE**  
*At Williams Park*

**SPONSORSHIP PACKAGE**

**SATURDAY**  
**MARCH 15TH**

**2025**



**st.petersburg**  
[www.stpete.org](http://www.stpete.org)



**OCEAN**  
**AID360**

# ABOUT OUR EVENT

## TAMPA BAY'S BIGGEST PADDY'S DAY FESTIVAL CELEBRATES IT'S 3RD ANNUAL EVENT AT WILLIAM'S PARK IN DTSP



**Our origin is founded on the heels of our successful USMNT World Cup Watch Parties at Williams Park in 2022. We then 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.**

**Now after 2 wildly successful events we've made our stamp on DTSP as THE premiere place to be for all things St. Patrick's Day.**

**Our 3rd annual event promises to be all and more as we gear up for another show-stopping event!**

# STATISTICS

## Paddy Fest 2023

our inaugural event

MERCHANDISE  
VENDORS  
29

PAID ATTENDANCE  
over 8,500 people

FOOD  
PURVEYORS  
13

## Paddy Fest 2024

our second annual  
weekend long event

MERCHANDISE  
VENDORS  
45

ATTENDANCE  
OVER 20,000  
PEOPLE  
(over 2 days)

FOOD  
PURVEYORS  
15

### Our 3rd Annual promises to be our biggest event YET!

Next year's event aims to bring 15,000 attendees for a single day through aggressive marketing and advertising. The festival's goals include creating a diverse line up of day and nighttime entertainment to appeal to a vast audience.

# OUTREACH

## MEDIA *exposure*



REACH - 10,000 +  
VISITS - 1600  
REACTIONS - 984  
COMMENTS - 640  
SHARES - 558



REACH - 100,000+  
VISITS - 5,900  
REACTIONS - 1,168  
COMMENTS - 67  
SHARES - 138



**20+ WRITE UPS and 1000'S OF FLYERS &  
ADVERTISEMENTS  
ESTIMATED OUTREACH  
OVER 500,000!**

click the links below to check out our write ups and features...



# LAST YEARS AFFILIATES

## SPONSORS & PARTNERS



## VENDORS

1771 Designs - Aloha Glow, Ancient Order of Hibernians - Ashley Paige Customs - Autism Acceptance Awareness - Badass Baubles & Things - Beachside Blends - Cat Like Reflexes - Central Cigars - Connor's Goody Bags - Crystals by the Sea - Fashion to the Rescue - Felinious Hops - Florida Free - Folksy Love - Front Gate Promotions - Frosty Nibbly Treats - Furman Marketing - Gaelic Athletic Association - Gianni Balloons - Glitter and Giggles - Gulf to Bay Permanent Jewelry - Irish Trinkets - ISI Elite Training - Kesala Boutique - Kouture Finds - Kushy Pies - Lauren Hubbard Art - Latin American Boutique - Madie Artestry - Mojo Entertainment - Moonlit Macarons - Natural Dragonfly Wellness - Neicy's Popsicles - NY Life Insurance - On the Rocks Crystals - Sparkle and Shimmer - Suncoast Hat Co - Suncoast Irish & Gaelic Heritage - Squeeze Station - Vanessa Luh Vek Art - Vintage Celt - Visor Buddy -

## FOOD TRUCKS

Charm City Eats - Galvin's Goodies - Johnny Nevada's Tamales - La Strada Mobile Kitchen - Lucky's Italian Ice - Mini Mouthful - Pamz Pizza Cones - Slammer Shop - Wich Press Food Truck

# COPPER LEVEL

## PREMIUM VENDOR SPONSORSHIP \$1000

Enhance your brand exposure with our new Premium Vendor Sponsorship. This sponsorship aims to appeal to our Whiskey and other Irish inspired spirits creating a unique platform for brand visibility and engagement. This also provides an opportunity for long-term brand deals at our affiliated pub with drink and cocktail specials. Extra perks, giveaways and marketing 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
- Includes premium vendor location at our tasting area
- Feature in our digital festival program
- Brand opportunities at Mary Margaret's
- Giveaway opportunities for your brand on the mainstage between sets.

## **BRONZE LEVEL** **ZONE SPONSORSHIP \$2,500**

Sponsors that occupied our inflatable pub, kids zone and other designated areas were successful in reaching a diverse audience and were able to secure long term brand recognition at our affiliated pub.



Paddy Fest in 2024 proved to be the family community event for St. Patrick's Day that our city has been missing. Sponsoring a zone is a great way to align your brand with different demographics across the bay.

## **SPONSORSHIP INCLUDES**

- 🍀 Feature on select marketing and promotional materials
- 🍀 Feature on select website and social media pages
- 🍀 5 Free entry for event
- 🍀 Feature in Festival program
- 🍀 Branding and logos on designated area
- 🍀 Giveaway opportunities for your brand on the mainstage between sets.

# **SILVER LEVEL** **MEDIA SPONSORSHIP \$5,000**

**Make a long lasting impact and captivate a vast audience with our media sponsorship!**



**All day entertainment and music will ensure maximum exposure for your brand. Your impression will be felt around the park with your logo prominently displayed around places like the main stage and other key areas. Coupled with a wealth of social media coverage and local news outlet mentions, this sponsorship promises to be a significant success for your brand.**

## **SPONSORSHIP INCLUDES**

- 🍀 Feature on select marketing and promotional materials
- 🍀 Feature on select website and social media pages
- 🍀 Exclusive branding on an around stage area and or entryways
- 🍀 Premium parking
- 🍀 Full feature in virtual program
- 🍀 10 Free entry to festival plus other park perks
- 🍀 Free vendor spot in prime park location.
- 🍀 Verbal mention by DJ between sets



# GOLD LEVEL EVENT SPONSORSHIP \$10,000



This sponsorship offers a premium opportunity for your business to enhance thier visibility and engagement at the festival and beyond.

Being the exclusive sponsor to one of our headlining features, including our full bar tent (age 21+) or leprechaun wrestling event, will offer maximum exposure for your brand



## SPONSORSHIP INCLUDES

- ★ Exclusive branding in designated area
- ★ Feature on all marketing and promotional materials
- ★ Feature on all website and social media pages
- ★ Verbal mention by DJ between all sets
- ★ 20 free park entry \*
- ★ Brand on Paddy Fest LOGO design
- ★ Full page in virtual program
- ★ Free vendor spot in prime park location.
- ★ Long term brand deals with affiliated bars
- ★ Premium parking & restroom trailer access

\* Includes select other 21+ and kids zone admissions

\*\* Other select brand opportunities may be available upon request

# PLATINUM LEVEL TITLE SPONSORSHIP \$25,000 (ONLY 1)

Becoming a signature event every March, Paddy Fest at Williams Park provides your brand an opportunity to reach a vast and diverse audience. At St. Pete's most anticipated St. Patrick's Day celebration, your brand has the potential to reach tens of thousands of locals.



**Gain new customers and leads by putting your company  
FRONT AND CENTER!**



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 local thus enhancing your brand's reputation and positive associations.

## SPONSORSHIP INCLUDES

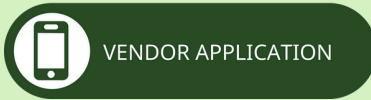
- 🍀 TOP feature on ALL marketing and promotional materials
- 🍀 TOP feature on website and ALL social media pages
- 🍀 Branding on fencing along park and other festival structures
- 🍀 Verbal mention by DJ between sets

- 🍀 Brand centered on LOGO design
- 🍀 Full page in Festival program
- 🍀 Free entry to park and other paid entry areas\*
- 🍀 Free vendor spot in prime park location.
- 🍀 Exclusive branding at Info Center
- 🍀 Premium parking and restroom trailer access

\* Includes 21+ and kids zone admissions

\*\* Other select brand opportunities may be available upon request

# WANT TO BE A VENDOR?



Scac the QR code or click the link below to apply to become a vendor!

[VENDOR APPLICATION](https://www.jotform.com/243085790468164)

<https://www.jotform.com/243085790468164>

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Scac the QR code or click the link below for more information



**SPONSORSHIP APPLICATION**

<https://form.jotform.com/232485383900054>