



Dear Community Partner:

The New Jersey Irish Society is once again presenting a month full of Irish events and initiatives in celebration of St. Patrick's Day and Irish Culture in our region. Gloucester City and New Jersey have a rich history of Irish heritage dating back to the 1600's when Irish Quakers first settled in the Town of Gloucester. That tradition continues today with the city ranking 9th in the nation for Irish American population.

Collaborating closely with Camden County, the City of Gloucester, local businesses, community groups, and residents, we are dedicated to preserving and celebrating traditions within our community. As we gear up for the upcoming 2024 events, we extend an invitation for you to mark your calendar and consider partnering with us once again as a sponsor. For the 2024 parade, scheduled to host nearly 10,000 guests in Gloucester City, we've set the date for Sunday, March 3, 2024. We warmly invite you to join us for what promises to be South Jersey's premier St. Patrick's Day Parade.

Due to the increasing success and popularity of our Irish Month celebration and the interest in preserving Irish Culture for future generations, we have expanded to provide opportunities for cultural programs throughout the year that focus on Irish history, music, arts, and culture.

Giving back to the community is a core part of our mission! Funds raised also support assistance to those in need with nutrition programs, holiday baskets, utility assistance, and winter outerwear distribution. We also collaborate with other like-minded organizations on community initiatives such as environmental sustainability education, tree plantings, and neighborhood beautification programs.

Sponsorship is available at a variety of levels and provides a great opportunity for your company or organization to promote your brand and reach customers from throughout the region. Please take a few minutes to review the attached sponsorship opportunities to determine which level meets your needs. We are committed to partnering with your organization and can customize benefits to align with your goals.

Thank you for your consideration and remember - everyone is Irish in March! If you have any questions, please don't hesitate to contact me.

Sincerely,

Dan Spencer
Board Member, New Jersey Irish Society
Gloucester City Mayor Emeritus

New Jersey Irish Society

426 Monmouth Street, Gloucester City, NJ 08030 | IrishNJ.com

Sponsorship Packages

- EMERALD \$10,000** (Exclusive Partner/Presenting Sponsor, custom benefits available)
- Exclusive placement of company name and/or logo on all promotional materials for the events including press releases, paid advertisements, social media, posters, and flyers
 - Exclusive “presented by” logo placement and/or banners and event signage at all events throughout Irish Month
 - Opportunity for your company to have up to 50 employees in the Annual St. Patrick’s Parade with custom sponsor banner
 - Opportunity to provide promotional giveaways or flyers at all Irish Month events

- POT OF GOLD \$5000**
- Premier placement of company name and/or logo on all promotional materials for the events including press releases, select paid advertisements, social media, posters, banners, and flyers
 - Premier logo placement on event signage at all events throughout Irish Month
 - Opportunity for your company to have up to 25 employees in the Annual St. Patrick’s Parade with custom sponsor banner
 - Opportunity to provide promotional giveaways or literature at select Irish Month events

- RAINBOW \$3000**
- Prominent placement of company name and/or logo on all promotional materials for the events including social media, posters, banners, and flyers
 - Logo placement on event signage at all events throughout Irish Month
 - Opportunity for your company to have up to 15 employees in the Annual St. Patrick’s Parade

- SHAMROCK \$1500**
- Placement of company name and/or logo on all promotional materials for the events

- SHILLELAGH \$500**
- Placement of company name on select promotional materials

PLEASE COMPLETE AND RETURN THIS FORM

AND A HIGH-RESOLUTION .EPS OR .PNG LOGO FILE [to: sandi@slk-partners.com](mailto:sandi@slk-partners.com)

Company Name _____
Street Address _____ City _____ State _____ Zip _____
Phone _____ Email _____

PAYMENT METHOD:

Check Enclosed (checks payable to NJ Irish Society, 426 Monmouth Street, Gloucester City, NJ 08030)

Visa MasterCard Discover Amex

Name on Card _____

Card Number _____ Exp. Date _____ CVV _____

Signature _____

NJ IRISH SOCIETY

IRISH MONTH SPONSORSHIP PACKAGES





BECOME A SPONSOR!

Support New Jersey's Best Irish Celebration!

Be a part of our month-long celebration and make a lasting impact in the community! Our Irish Culture event series attracts the best talent including Celebrity Event and television personality Bob Kelly.



Annual St. Patrick's Parade

The NJ Irish Society of Gloucester City sets the bar high as New Jersey's not-to-be-missed, highly anticipated, outdoor, cultural, and regional parade! Over 5000 attendees attend to enjoy live music, dancers, and community groups as they celebrate Irish Month in Gloucester City.

Promote Irish Culture

Our goal is to create opportunities to teach & perpetuate Irish history, language, athletics, music, arts, and culture.

Make a Difference in the Community

Giving back to the community is a core part of our mission! Funds raised also support assistance to those in need with nutrition programs, holiday baskets, utility assistance, and winter outerwear distribution. We also collaborate with other like-minded organizations on community initiatives such as environmental sustainability education, tree plantings, and neighborhood beautification programs.



MAKE COMMUNITY CONNECTIONS

Get more marketing bang for your buck! Sponsoring Irish Month will afford your company high visibility among event attendees, news media, participants, and community partners!

OUR REACH = GREAT EXPOSURE FOR YOUR COMPANY

Our fans are dedicated fans. Our social media and web impressions exceed 100,000 during Irish Month each year and we promote our partners and give them the attention they deserve! All for less than the cost of your typical advertisements!

- ✓ SOCIAL MEDIA FANS
- ✓ WEBSITE VISITORS
- ✓ ADVERTISEMENTS
- ✓ MEDIA COVERAGE
- ✓ EVENT SIGNAGE
- ✓ ONSITE EVENT PARTICIPATION





Our Mission:

We are an Irish American community-based volunteer organization dedicated to enhancing, promoting and preserving Irish culture and heritage, promoting charity and honoring our Irish heritage within our Community while serving the community.

WWW.IRISHNJ.COM