

NEW YORK CITY

SAINT PATRICK'S DAY PARADE COMMITTEE

Web site: NYCStPatricksParade.Org

OFFICIAL PARADE SPONSOR SEAL LAUNCH

January 13th, 2009



Hosted by
Ambassador Niall Burgess
Consul General of Ireland,
345 Park Avenue-17th Floor, New York, NY 10154-0037
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Notes



On The Streets Of New York City Since 1762
**The St. Patrick's Day Parade and Celebration
 Committee**

P. O. Box 295, Woodlawn Station, Bronx, NY 10470
 Phone: 718-231-4400 Fax: 718-231-4401
 Web site: **NYCStPatricksParade.Org**



**ST. PATRICK'S DAY
 PARADE INC.
 OFFICERS & DIRECTORS**

JOHN T. DUNLEAVY
 Chairman-Director
 DR. JOHN L. LAHEY
 Vice Chairman-Director
 CATHERINE MITCHELL MICELI
 Recording Secretary-Director
 PETER COYLE
 Contoller-Director
 HILARY BEIRNE
 Corresponding Secretary-Director
 ROSEMARY LOMBARD
 Treasurer-Director
 PETER M. CASSELS
 Sergeant-At-Arms-Director

**ST. PATRICK'S DAY
 PARADE, INC.
 DIRECTORS:**

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 TIMOTHY AHERN
 FRANCIS X. COMERFORD
 JOHN FITZSIMONS
 THOMAS W. GLEASON
 PAT JOHNSON
 DENIS P. KELLEHER
 BRIAN A. LEENEY
 KEVIN G. NELSON
 TIMOTHY ROONEY

**ST. PATRICK'S DAY
 PARADE, INC.
 TRUSTEES:**

SONNY HALL
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 LAWRENCE KING
 EUGENE Mc CARTHY
 JAMES O'CONNOR
 TOMMY SMYTH
 DENNIS SWANSON

TV & MEDIA:

JOHN LAHEY-Chairman
 JOHN DOOLAN
 MICHAEL GIBBONS
 EUGENE Mc CARTHY
 TOMMY SMYTH

January 13th, 2009

The Saint Patrick's Day Parade in New York City was started in 1762--fourteen years before the birth of our nation. We are still proudly marching on the streets of New York and the parade is a lasting testament to our unwavering pride of being Irish.

In creating the Official Seal, the Saint Patrick's Day Parade Committee seeks to recognize and thank our valued partners and Corporate Sponsors.

What most people don't know is that the New York City Saint Patrick's Day Parade is completely funded by donations from generous people like you and much needed sponsors.

We have met the challenge every year—never breaking the 248 year tradition of marching up 5th Avenue on March 17, but we are feeling the ripple effects of the worsening economy. Our great city offers us no financial subsidies despite the fact that the City takes in millions of dollars in tax revenues from our Parade participants. We are charged for everything and **the costs of organizing and hosting the world's oldest and largest parade are increasing.**

We are looking for your continued support and hope we can establish new and lasting partnerships with you as we move forward with the planning of the 248th Parade.

We would like to thank Garrett and Tom Cronin of Minutemen Press of Elmsford for all of their assistance in the design, and Ambassador Niall Burgess for hosting tonight's event. We look forward to working with him for the benefit of the Irish American Community and Ireland.

We extend our sincere gratitude and appreciation to Emma Kate Tobio, Soprano, who flew especially from Co Cork, Ireland to sing for us tonight.

We are looking forward to seeing you all on Fifth Avenue on March 17th

Please contact us for additional information about the seal and other sponsorship at 718-231-4400 or e-mail: hbeirne@nyc-st-patrick-day-parade.org

John O'Connor

Board President

John Dunleavy

Chairman

Dr John Lahey

Vice - Chairman

THE SYMBOLISM BEHIND THE DESIGN



We have incorporated many symbols to proudly define our Faith, Irish Culture and Celtic Heritage. We have used symbols from Ireland, the Celtic tribes and New York in the design. The symbols are symbolic of not only who we are as a community in New York, but throughout the United States.

The Color Blue

Blue is the official color of Ireland (not green).

The Triquetra

The Trinity Knot is found in various Celtic manuscripts. Triquetra means "three-cornered" in Latin, adopted by early Christians, symbolizing the Holy Trinity

St. Patrick's Cathedral

The Spiritual Center of Irish America in New York and the United States. Saint Patrick's Cathedral was built by the Irish for their beloved Catholic Church and Archbishop John Joseph Hughes in 1858. The Cathedral proudly honors Saint Patrick, the Patron Saint of Ireland and the Archdiocese of New York.

The Shamrock

A plant with leaves composed of three leaflets. According to legend it was used by Saint. Patrick in explaining the doctrine of the Holy Trinity; it is now used as the emblem of Ireland.

The Harp

The Celtic Harp has been an important emblem of Irish nationalism since the 10th Century. It is the official emblem of the Irish Government and President of Ireland. The Trinity College Harp, one of Ireland's national treasures, is the harp from which the national symbol of Ireland is copied.

Triple Spirals of Life

This ancient structure has been found in Bronze Age Europe and is associated with the Celtic tribes. This is a symbol of life and energy, also associated with abundance and prosperity, and is carved inside the 5000 year-old Newgrange passage mound in County Meath, Ireland. It was also found in the remnants of an old temple from the Bronze Age in Ireland. The circle, spiral and wheel are all powerful symbols representing the cycle of life, death and rebirth, including the seasons of the year.

OFFICIAL SEAL PURPOSE



THE 2009 SAINT PATRICK'S DAY PARADE NYC OFFICIAL PARADE SPONSOR SEAL

THE ST. PATRICK'S DAY PARADE COMMITTEE CREATED THE OFFICIAL SEAL FOR ITS SPONSORS TO USE IN THEIR ADVERTISING, BROCHURES AND PLACES OF BUSINESS.

THE SPONSORSHIP SEAL RECOGNIZES SPONSORS FOR THEIR SUPPORT OF THE SAINT PATRICK'S DAY PARADE, THE IRISH AMERICAN COMMUNITY OF NEW YORK, IRISH HERITAGE AND CULTURE IN NEW YORK CITY

WE HOPE ADVERTISERS / BUSINESSES LARGE AND SMALL IN THE NEW YORK AREA WILL FINANCIALLY SUPPORT THE PARADE BY PURCHASING THE SEAL TO USE IN ALL OF THEIR ADVERTISING.

WE ASK THE PUBLIC WHO LOVE IRISH CULTURE, HERITAGE AND THE SAINT PATRICK'S DAY PARADE IN NYC TO SUPPORT OUR OFFICIAL 2009 SPONSORS WHO PROUDLY AND PROMINENTLY DISPLAY OUR OFFICIAL PARADE SEAL IN THEIR ADVERTISING AND PLACES OF BUSINESS.

THE SAINT PATRICK'S DAY PARADE COMMITTEE WILL THANK OUR SPONSORS ON OUR OFFICIAL WEB SITE, IN OUR LITERATURE, PRESS RELEASES, TELEVISION COMMENTARY AND ANNOUNCEMENTS TO ALL OF OUR MEMBERS AND SUPPORTERS.

WE THANK ALL OF OUR CORPORATE SPONSORS (NEW, EXISTING AND FORMER) FOR YOUR SUPPORT OVER THE YEARS.

COST OF SEALS

PLATINUM SEAL	MINIMUM AMOUNT \$ 25,000.
GOLD SEAL	\$5000 TO \$ 24,000.
SILVER SEAL	\$1500 TO \$4999
BRONZE SEAL	\$200 TO \$1499

ALL INQUIRIES TO BECOME A 2009 SAINT PATRICK'S DAY PARADE SPONSOR ARE MOST WELCOME.

PLEASE CONTACT US FOR ADDITIONAL INFORMATION ABOUT SPONSORSHIP OR PARTNERSHIPS AT 718-231-4400 OR E-MAIL: HBEIRNE@NYC-ST-PATRICK-DAY-PARADE.ORG

THANK YOU, JOHN DUNLEAVY, CHAIRMAN

WHY PURCHASE A OFFICAL ST PATRICK'S PARADE SPONSOR SEAL

- The unique design will make your advertizing “stick out” when placed in various publications.
- Help you beat your competition in the Irish American market place
- Using the Parade Seal throughout the year will increase your profile with an estimated 50 million Americans who are of Irish descent.
- Will educate your customer base and develop prospects in the Irish American market.
- It can be used to help build product preference for customers.
- Will help to establish contact with prospective customers and clients in the target audience.
- Use of the Parade Seal in marketing and advertising materials will recognize you as a supporter of Irish heritage and culture.
- Using the Parade Seal helps sell existing customers more products and services
- It will help your businesses to attract more Irish American customers, especially in the New York Tri-State area.
- Using the Parade Seal especially in the month of March “Irish Heritage Month”, will increase your visibility with everyone who celebrated Saint Patrick’s Day and their Irish heritage.
- Use of the Parade Seal will increase your share of the estimated \$50 billion dollars spent in the month of March as Irish America celebrates this heritage.
- Using the Parade Seal will demonstrate that you, your company, your restaurant, bar or hotel is proud to be associated with 248 years of tradition, a tradition that is older than the United States of America by fourteen years
- The Parade Seal will be promoted by the Parade Committee in all of our literature, publications, in the media (print, electronically and TV), on our Web Site (which has over 155,000 hits annually), and on our four-hour Television broadcast on March 17th.

WHO SHOULD PURCHASE A SEAL

1. All large, medium and small companies who operate in the Irish and the Irish American markets.
2. Car hire companies who want to attract business from the Irish American market.
3. Hotels who want to attract business from Parade Participants and Irish Americans throughout the United States.
4. Restaurants who want to increase their cash flow, especially in Irish Heritage month, March.
5. Bars who want to increase their cash flow.
6. Advertisers of all size
7. All Tour operators especially those who operate in Ireland and the Irish American market in the US.
8. All Airlines, especially those with operations in Ireland and the North Eastern United States
9. The beverage, and catering industries
10. Miscellaneous companies

How to use the Seal

The seal can be used in the following forms of advertising; but not limited to

- Newspaper
- Magazine
- Brochures
- Web Site
- All form of electronic advertising
- Mailings
- Television

2009 PARADE ADVERTISING OPTIONS

OPTION 1 - TELEVISION ADVERTISING

TV & MEDIA COMMITTEE:

Dr. JOHN LAHEY-Chairman
JOHN DOOLAN
MICHAEL GIBBONS
EUGENE Mc CARTHY
TOMMY SMYTH

Contact; Dr. John Lahey-Chairman of TV & Media to discuss available TV packages.

Mailing Address:

Dr John Lahey, Office of the President
Quinnipiac University
277 Mount Carmel Avenue, Hamden, CT 06518
Telephone: 203-582-8700
E-mail: John.Lahey @quinnipiac.edu

OPTION 2 - OFFICIAL PARADE JOURNAL ADVERTISING

PRICING (10,000 distributed on March 17th)

Returns to be made not later than March 1st, 2009

Contact information Hilary Beirne.

Email: HBeirne@NYC-ST-PATRICK-DAY-PARADE.ORG

OUTSIDE COVER.....	\$6,000.00
INSIDE COVERS.....	\$5,000.00
FULL PAGE	\$2,500.00

OPTION 3 - WEB SITE ADVERTISING PRICING

Price plans are based on the size of the ad and the placement of the ad on web site.

Premium: \$250/month for a 468x60 banner at the top of the homepage
Text link on the home page of your web site
This plan includes a full page Ad in Parade journal (10,000 distributed at Parade on St. Patrick's Day)

Gold; \$200/month for a 234x60 banner on the bottom of the homepage
Text link on the home page of your web site

Regular; \$150/month for a 120x60 banner on the side of the homepage
Text link on the home page of your web site

Terms / conditions for Web site advertising

Terms for all plans; Sign up for one year, payable 6 months in advance.

Contact information for banner space? Hilary Beirne

E-mail; HBeirne@NYC-St-Patrick-Day-Parade.Org

Telephone 718-231-4400(W) / 914-833-8363 (H)

OPTION 4 - GRAND MARSHAL RECEPTION JOURNAL PRICING

Antun's, Queens Village 3 pm Sunday, February 22nd, 2009

Returns to be made not later than January 30th, 2009 (forms available on Web Site_

Catherine Mitchell Miceli, 225 Avenue T, Apt. #6F, Brooklyn, NY 11223.

Email: JOURNAL@NYC-ST-PATRICK-DAY-PARADE.ORG

Back Cover	\$1000.00
Inside Front Cover.....	\$800.00
Inside Back Cover.....	\$800.00
Parchment.....	\$500.00
Gold Page.....	\$250.00
Silver Page.....	\$200.00
Full Page.....	\$125.00
Half Page.....	\$ 75.00

OPTION 5- DONATION/ CONTRIBUTION

(Donation forms available on Web Site)

Parade Director Associate: Any individual or business who contributes \$ 10,000 or more. A special plaque will be presented to each Parade Director Associate. Parade Directors Associates will receive a full page in the Official Parade Journal on March 17, 2009 and a listing on the sponsor's page on the Parade's web site.

Parade Trustee Associate: Any individual or business who contributes \$ 5,000 to \$10,000. A plaque will be presented to each Parade Trustee Associate. Parade Trustee Associate will receive a full page in the Official Parade Program on March 17, 2009.

Parade Sponsor: Any individual or business who contributes \$2,500 to \$4,999. A special award will be presented to each Parade Sponsor. Parade Sponsor will receive a half page congratulation / advert space in the Official Parade Program on March 17, 2009.

Parade Patron: Any individual or business who contributes \$500 to \$2,499. A award will be presented to every Parade Patron. Parade Patron will be listed in the Official Parade Program on March 17, 2009.

Friend of the Parade : Any individual or business who contributes \$25 to \$499. Friends of the Parade will be listed in the Official Parade Program on March 17, 2009.

THANK YOU

OUR OFFICIAL SPONSORS & PARTNERS

QUINNIPIAC UNIVERSITY

FORD MOTOR CO.

DIAGEO GUINNESS

KNIGHTS OF ST. PATRICK

EMPIRE CITY GAMING AT YONKERS RACEWAY

MANHATTAN COLLEGE

BUDWEISER

TOURISM IRELAND

PADDED WAGON

SMITH LIMOSINES

TURTLE WAX

WNBC & TRAVEL CHANNEL

COLGATE PALMOLIVE (IRISH SPRING)

EMPIRE BLUE CROSS BLUE SHIELD

GLEASON & MATTHEWS

IRISH ECHO

IRISH EXAMINER

UNITED IRISH COUNTIES

C.I.E. TOURS

EMERALD GUILD

AMERICAN STOCK EXCHANGE

EMPIRE STATE BUILDING LIGHTENING PARTNERS

ARLAND PRINTERS

MINUTEMEN PRESS

ANTUN'S OF QUEENS VILLAGE

MANHATTAN CLUB

WALL STREET ACCESS CORP

NEW YORK ATHLETIC CLUB



DATES TO REMEMBER

Grand Marshal & Aides Reception

Honoring the Grand Marshal Michael J. Gibbons & his Aides

Sunday, February 22nd, 2009

Antun's of Queens Village

96-43 Springfield Boulevard,

Queens Village, NY

Starting at 3:00 P.M.

St Patrick's Parade Reception

Honoring the Grand Marshal Michael J. Gibbons

Sunday March 15th, 2009

The Manhattan Club, New York

800 Seventh Avenue (at 52nd Street), NY, NYC

Starting at 3:00 P.M.

Saint Patrick's Day Parade

Tuesday, March 17th, 2009

Fifth Avenue,

New York, New York

Starting at 11:00am

All information is available on web site NYCStPatricksParade.Org

Or contact: Hilary Beirne

E-mail: HBeirne@NYC-St-Patrick-Day-Parade.Org

Parade Office 718-231-4400 / Home 914-833-8363

**“The St. Patrick's Day Parade, Inc. is a 501(c)3 organization.
Contributions are tax deductible to the full extent of U.S. Law”**

**JOIN THE GREATEST CELEBRATION
OF
IRISH HERITAGE, FAITH AND CULTURE
IN
NEW YORK CITY'S HISTORY**



**SAINT PATRICK'S DAY
THURSDAY MARCH 17TH 2011**

**WHEN THE IRISH AMERICAN COMMUNITY
CELEBRATE
THE 250TH ANNIVERSARY
OF
NEW YORK CITY'S
SAINT PATRICK'S DAY PARADE**

**Contact Dr John Lahey or Hilary Beirne to assist in scheduling
and planning events for the 250th celebration.**

Web site: NYCStPatricksParade.Org

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