



SATURDAY, MARCH 15, 2025

SAN FRANCISCO

ST. PATRICK'S DAY PARADE & CELEBRATION



UNITE SF:
CELEBRATING
DIVERSITY
AND UNITY

“San Francisco’s St. Patrick’s Day Parade is a celebration of Irish heritage AND a tribute to the rich diversity and unity that define our city. From the Transcontinental Railroad to today’s cultural partnerships, we honor the contributions of all who’ve built San Francisco together.”

QUOTE ATTRIBUTE CAN GO HERE





ABOUT

174 YEARS

Since 1851, San Francisco has celebrated St. Patrick's Day. **UniteSF** celebrates diversity and unity by showcasing Irish culture and heritage through San Francisco's iconic **St. Patrick's Day Parade and Festival**.

UNITED IRISH SOCIETIES OF SAN FRANCISCO

501(c)3 non profit organization produces the festival and parade.



100,000

LOCAL + TOURIST
PARTICIPANTS
AND SPECTATORS



5,000+

**PARTICIPANTS
INCLUDING
FLOATS, BANDS,
CITY LEADERSHIP,
INTERNATIONAL
DIGNITARIES, AND
CULTURAL GROUPS**

EVENT HIGHLIGHTS

174TH ANNUAL PARADE

Vibrant floats, marching bands, cultural performers, and community groups culminate at Civic Center, to gather with live music, food, and multicultural showcases until the evening.

CIVIC CENTER FESTIVAL

Stage presentations from elected officials, business leaders, and cultural ambassadors.

50+ Booths: featuring crafts and family-friendly activities, and local food and beverages, and art work.

Live Entertainment: Music, performances, and interactive exhibits for all ages.



AUDIENCE AND REACH



WEBSITE TRAFFIC

Significant spikes leading up to the event, with **thousands of unique visitors** exploring event and sponsor pages.



MEDIA REACH

Coverage in major outlets, including **CBS San Francisco, KRON4, SF Chronicle.**



SOCIAL MEDIA REACH

High engagement with posts reaching **tens of thousands** during the event period.



Our ability to bring this iconic celebration to life is made possible through the support of corporate sponsors.

WHY PARTNER?

Showcase Your Brand Prominently:

Gain high visibility at one of San Francisco's most iconic celebrations through event-day activities and extensive pre-event marketing channels.

Engage with a Vibrant Audience:

Connect with nearly 100,000 spectators and participants in a family-friendly, multicultural setting, reaching a broad and engaged audience locally and beyond.

Align with San Francisco's Values:

Demonstrate your commitment to diversity, community, and cultural unity while highlighting your brand's connection to the city's rich cultural traditions.



**SPONSORS ALIGN THEIR BRAND
WITH COMMUNITY
AND CULTURAL CELEBRATION**

FEATURED SPONSORSHIP LEVELS

\$100,000

PRESENTING HERITAGE SPONSOR

- Prominent logo placement across all event marketing materials, signage, and parade-day assets.
- Featured main stage and parade moments call outs
- Premium parade placement for top visibility.
- Placement pick and large festival booth for on-site attendee engagement.
- Co-branding opportunities, including website and social media promotion.

\$75,000

PREMIER CELTIC CHAMPION

- Priority logo placement on key event materials.
- Stage mentions and inclusion in promotional campaigns before and during the event.
- Prominent parade position
- Large festival booth for on-site engagement.
- Targeted digital promotion through event marketing channels, amplifying your reach.

\$50,000

GOLDEN GATE SPONSOR

- Logo placement on select event signage and promotional materials.
- Inclusion in social media campaigns and select digital marketing efforts.
- Notable parade placement for increased visibility along the parade route.
- Festival booth



SPONSOR LEVEL DETAILS

Tier	Price Points	Parade Placement	Recognition	Advertising	Experiences & Activation
Presenting Heritage Sponsor	\$100,000+	First Quarter of Parade Entries	<ul style="list-style-type: none"> · Exclusive “Presenting Sponsor” designation on all materials · Top logo placement · Event-wide branding 	<ul style="list-style-type: none"> · Main stage speaking opportunity · Featured branding in parade broadcast · Press coverage 	<ul style="list-style-type: none"> · Premium festival activation · 12 VIP tickets · Exclusive branded giveaways · Private meeting with event organizers
Celtic Champion Sponsor	\$75,000	First Quarter of Parade Entries	<ul style="list-style-type: none"> · All benefits from Gold Sponsor · Featured event partner 	<ul style="list-style-type: none"> · Main stage banner · Mention in parade broadcast 	<ul style="list-style-type: none"> · 10 VIP tickets · Custom brand integration opportunities
Golden Gate Sponsor	\$50,000	First Third of Parade Entries	<ul style="list-style-type: none"> · All benefits from Clover Sponsor · Premium placement in marketing materials 	<ul style="list-style-type: none"> · Full-screen ad on the main stage · Featured signage at parade staging 	<ul style="list-style-type: none"> · Premium booth location · 8 tickets to VIP reception · Exclusive brand activation space
Clover Sponsor	\$25,000	Prime Placement (2nd third)	<ul style="list-style-type: none"> · All benefits from Emerald Sponsor · Premium logo placement on printed materials 	<ul style="list-style-type: none"> · Parade route signage 	<ul style="list-style-type: none"> · Priority festival booth location · 6 tickets to VIP reception · Option for custom activation space
Emerald Sponsor	\$10,000	Preferred Placement (2nd half)	<ul style="list-style-type: none"> · Logo on website and social media (2 posts) 	<ul style="list-style-type: none"> · Logo on website · Basic logo placement on printed event signage 	<ul style="list-style-type: none"> · Festival booth · 4 tickets to VIP reception
Shamrock Sponsor	\$2,500 / \$5,000	General Placement	<ul style="list-style-type: none"> · Logo on website 	<ul style="list-style-type: none"> · Name listing in event program 	<ul style="list-style-type: none"> · Option for festival booth (at \$5k level) · 2 tickets to VIP reception

CONTACT US



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UNITE SF: CELEBRATING DIVERSITY AND UNITY



THANK YOU

Go raibh maith agat!



Let's work together to create an unforgettable celebration
of community and culture in the heart of San Francisco!

