



Irish Society of the National Capital Region

The heart of all things Irish in the National Capital Region

January 2020

Dear Friends of the Irish Society of the National Capital Region;

It is that time of year again as we prepare for the Irish Festival coming up this year from March 5 to the 17. The festival will include traditional events like the Proclamation, Authors Day, and the 38th Annual Irish Festival Parade. This year, the Irish Society will once again be hosting the Ottawa St. Patrick's Day Party in partnership with Beau's Brewery after the Parade. We have a full week of events starting with our Proclamation on March 5 and ending with our Parade and Party on March 14th. Then, on Sunday March 22nd, we will defend our title at the Montreal St. Patrick's Day Parade.

The Irish have a long rich history in Ottawa. Landmarks like the Rideau Canal are proof of the hard work and dedication that Irish people have given to the City of Ottawa. To celebrate the history and culture of our Irish ancestors, the Irish Society of the National Capital Region host an annual Irish Festival.

In order to carry out a successful festival we need the support of business like yours. Your sponsorship has many benefits, including exposure to thousands of people that attend the Irish Festival, which is an opportunity for new business. The following are the sponsorship tiers.

FESTIVAL SPONSOR - \$10,000 – Prominent exposure on all marketing assets at all Festival Events. VIP car and section in the Ottawa Festival Parade, 15 tickets to Ottawa St. Patrick's Day Party, 15 tickets to the Bus Trip to Montreal St. Patrick's Day Parade.

PARADE SPONSOR - \$5000 - Exposure on all marketing assets in the Ottawa Irish Festival Parade Events. Float in the Ottawa Festival Parade, 6 tickets to Ottawa St. Patrick's Parade Party, 6 tickets to Bus trip to Montreal to participate in the Montreal St. Patrick's Day Parade.

Gold Sponsor - \$2500 - Secondary exposure at all Festival Events. Exposure in the Ottawa Festival Parade, 4 tickets to the Beau's Parade Party, 4 tickets on the Bus trip to Montreal to participate in Montreal St. Patrick's Day Parade

Silver Sponsor - \$1000 – Logo at all Festival Events, 2 tickets to the Ottawa Parade Party, 2 tickets for the Bus Trip to Montreal to participate in the Montreal St. Patrick's Parade.

Friends of the Festival - \$950 – \$200 – Signage at all Festival events.

Please consider sponsoring the festival as every donation contributes to its success. I look forward to hearing from you. If you have any questions, please do not hesitate to contact me at ottawairishfestival@irishsocietyncr.com.

Please make your cheques payable to St. Patrick's Party Ottawa c/o the Irish Society / NCR, Box 5112, Ottawa, ON, K2C 3H4.

Yours truly,

Tracey Dixon

Festival Chair