

NEW CUMBERLAND, PENNSYLVANIA

THE BEST ST. PATRICK'S DAY PARTY EVER

4TH ANNUAL • SATURDAY, MARCH 13, 2027

10 AM – 6 PM • Downtown New Cumberland • Bridge Street

2027 SPONSORSHIP OPPORTUNITIES

WHY PARTNER WITH US

PUT YOUR BUSINESS IN FRONT OF 10,000+ NEIGHBORS — IN ONE DAY, ON ONE STREET.

The Best St. Patrick's Day Party Ever started in 2024 and went from zero to sixty in its first year — more than **7,000 people** packed Bridge Street for live music, Irish food, contests, face painting, craft vendors, and the Guinness Pet Parade. It has grown every year since, and in 2027 we expect **10,000+ attendees** from across Greater Central Pennsylvania.

This is not a billboard people drive past. It is a full day when the whole town is downtown, in a great mood, spending money with local businesses — and your company's name is on the stage, the shirts, the radio, and the street they are standing on.

Sponsoring this party tells 10,000 of your neighbors something no ad can: **you are part of this community, and you show up for it.** That is the kind of goodwill customers remember long after the last song.







Bridge Street comes alive: the main stage, the crowds, and the green — all day long, right in the heart of downtown New Cumberland.

THE AUDIENCE YOUR BUSINESS REACHES

ONE DAY. ONE DOWNTOWN. THOUSANDS OF CUSTOMERS.

10,000+
ATTENDEES EXPECTED IN 2027

7,000+
ATTENDED THE INAUGURAL 2024 PARTY

30+
CRAFT VENDORS & LOCAL MAKERS

50,000
GOOGLE ADS PROMOTING THE PARTY

4th
ANNUAL CELEBRATION IN 2027

All day
10 AM – 6 PM, DOWNTOWN

The crowd is everybody: families with kids, young adults, and longtime residents — plus visitors from across Greater Central PA who come back year after year. They stay for hours, they eat, they shop the vendors, and they notice who made the day possible.

The footprint now stretches across Bridge Street, around the corner on Third Street, and on to the town square — twice the room of year one, with more vendors, more food, and more reasons for people to stay.





The festival footprint: Bridge Street, Third Street, and the town square — filled with food, vendors, and crowds from open to close.

WHAT YOUR PARTNERSHIP DELIVERS

YOUR BRAND, EVERYWHERE THE PARTY IS.

Every sponsorship puts your business in front of the crowd — before the event, during it, and after. The higher the level, the bigger the stage your name stands on.

BRAND VISIBILITY

- Your logo next to the event logo
- Logo placement across the main stage front
- "Presenting" caption on all media and signage
- Logo on event t-shirts and merchandise
- Featured logo on the event website
- Featured logo on the billboard ad

MEDIA & PROMOTION

- Guest appearance with the committee chair on Good Day PA
- Social media spotlights across event channels
- Radio, billboard, and banner promotion across the region
- Your name in the event program

FACE-TO-FACE

- Speaking opportunity at the start of the festival
- Booth space to meet customers in person
- Shout-outs from the stage during the event
- Table and event signage with your name

HOW THE PARTY GETS PROMOTED

50,000 Google ads • **65,000** display ads • **5,000** sponsored Facebook ads, plus self-produced videos

84 radio ads on 2 Cumulus stations • **Billboard** in a high-traffic area, January through March

Banner across Main Street in New Cumberland • Appearance on **Good Day PA (WHTM abc27)**







SPONSORSHIP LEVELS

CHOOSE THE STAGE THAT FITS YOUR BUSINESS.

Every level includes program, website, and social media recognition. The top levels put your name on the biggest pieces of the party — the billboard, the radio, the stage itself.

$10,000
ONLY 1 AVAILABLE

PRESENTING SPONSOR

THE PATRON SAINT EVENT SPONSORSHIP

Name on **all** event marketing including billboard and radio promotion, t-shirt, full-page color program ad, flyers, poster signage, shout-outs during the event, social media and website recognition, name on the banner across the event stage, and a booth.

$5,000
2 AVAILABLE

THE COAKLEY'S SPONSORSHIP

Name on the billboard ad, full-page color program ad, flyers, poster signage, shout-outs during the event, social media and website recognition, name on the banner across the event stage, and a booth.

$2,500
2 AVAILABLE

THE POT OF GOLD SPONSORSHIP

Half-page color program ad, flyers, poster signage, shout-out during the event, social media and website recognition, table signage, header to the event schedule, and a booth.

$1,500
2 AVAILABLE

THE SHENANIGANS — MAIN STAGE ENTERTAINMENT

Quarter-page color program ad, poster signage, shout-out during the event, social media and website recognition, header to the Main Stage Entertainment schedule, and a booth.

SPONSORSHIP LEVELS — CONTINUED

EVERY LEVEL GETS YOU IN FRONT OF THE CROWD.

$1,000
3 AVAILABLE

THE BLARNEY STONE SPONSORSHIP

Name in the program ad, website and social media recognition, and signage at the Blarney Stone.

$500
4 AVAILABLE

THE GUINNESS — PET PARADE SPONSORSHIP

Name in the program ad, website and social media recognition, and your name on the Pet Parade banner — in front of one of the most photographed moments of the day.

$100
UNLIMITED

THE SHAMROCK SPONSORSHIP

Name in the program ad, website recognition, and a shout-out during the event. A simple way for any local business to be part of the party.

WHY BUSINESSES COME BACK

Last year's sponsors saw their names on the stage, the shirts, the billboard, and the radio — and met thousands of customers face to face on Bridge Street. This is the fourth year of the party, and the crowd keeps growing. The businesses that join now are the ones the town remembers as the ones who were there from the start.





JOIN THE PARTY

BECOME A 2027 SPONSOR.

Pick your level below and send this form back with your payment. We will confirm your spot and get your logo into the program, the shirts, and the promotion.

SPONSORSHIP OPPORTUNITIES FORM

COMPANY

CONTACT

ADDRESS

PHONE EMAIL

☐ The Patron Saint Event Sponsorship	**$10,000**
☐ The Coakley's Sponsorship	**$5,000**
☐ The Pot of Gold Sponsorship	**$2,500**
☐ The Shenanigans — Main Stage Entertainment	**$1,500**
☐ The Blarney Stone Sponsorship	**$1,000**
☐ The Guinness — Pet Parade Sponsorship	**$500**
☐ The Shamrock Sponsorship	**$100**

Payment enclosed. Please make checks payable to **New Cumberland Olde Towne Association** and return this form with payment to: **New Cumberland Olde Towne Association, Attn: St. Patrick's Day Party, P.O. Box 531, New Cumberland, PA 17070**.

Please submit your ad and logo to **thadfornewcumberland@gmail.com** by **January 31, 2027**.

Questions? Contact

THADDEUS EISENHOWER

thadfornewcumberland@gmail.com • 717-574-4033



SEE YOU ON BRIDGE STREET.

Saturday, March 13, 2027 • 10 AM – 6 PM
Downtown New Cumberland, Pennsylvania

4th Annual • Live music • Irish food • Craft vendors
Contests • Face painting • Guinness Pet Parade

BECOME A SPONSOR

Thaddeus Eisenhower • thadfornewcumberland@gmail.com • 717-574-4033
saintpatricksnc.com