

CELEBRATING A DECADE OF TRADITION

10 Years of Irish Heritage, Community & Pride

RUTHERFORD IRISH AMERICAN ASSOCIATION

For ten years, the Rutherford Irish American Association has proudly celebrated Irish heritage while bringing our community together through tradition, fellowship and the annual Rutherford St. Patrick's Day Parade. As we celebrate this milestone anniversary, we invite businesses, organizations, families and friends to join us as sponsors and advertisers.

10TH ANNIVERSARY SPONSORSHIP OPPORTUNITIES

Sponsorship Level	Amount	Benefits
10th Anniversary Presenting Sponsor	\$5,000	Post-Parade Entertainment recognition; prominent banner at Post-Parade Celebration; recognition at Grand Marshal Gala and Parade Grandstand; 10 Post-Parade Celebration tickets; 90-second Premium Digital Journal ad; prominent website, social media and sponsor-signage recognition.
Decade of Tradition Sponsor	\$2,500	Grandstand Sponsor recognition; prominent Grandstand banner; Parade recognition; 5 Post-Parade Celebration tickets; 60-second Emerald Digital Journal ad; website, social media and sponsor-signage recognition.
Parade Heritage Sponsor	\$1,500	Pipe & Drum Band/Band sponsorship; Grandstand recognition; march with banner provided by the RIAA (if you do not already have one) behind pipe band/band. If unable to march, RIAA can provide persons to carry banner upon request; 30-second Gold Digital Journal ad; website recognition, social media and sponsor-signage recognition.
10th Anniversary Community Sponsor	\$1,000	Parade and Gala sponsor-signage recognition; website and social media recognition; 2 Post-Parade Celebration tickets; 30-second Gold Digital Journal ad, website recognition, social media and sponsor-signage recognition.

DIGITAL JOURNAL ADVERTISING OPPORTUNITIES

The 10th Anniversary Digital Journal will be displayed throughout the Grand Marshal Gala on January 30, 2027 before an expected audience of more than 300 guests, with additional exposure through RIAA digital platforms.

Deadline to submit Journal Ads is January 20, 2027!

Ad Level	Amount	Display	Recognition
10th Anniversary Premier Ad	\$1,000	90 seconds	Full-screen ad with priority placement
Emerald Ad	\$750	60 seconds	Full-screen digital advertisement
Gold Ad	\$300	30 seconds	Full-screen digital advertisement
Irish Heritage Ad	\$100	15 seconds	Full-screen digital advertisement

SPONSORSHIP & ADVERTISING FORM

Business / Organization / Family / Individual Name: _____

Contact Name: _____ Phone: _____

Email: _____

Address: _____

City / State / ZIP: _____

SPONSORSHIP SELECTION

- ☐ 10th Anniversary Presenting Sponsor — \$5,000
- ☐ Decade of Tradition Sponsor — \$2,500
- ☐ Parade Heritage Sponsor — \$1,500
- ☐ 10th Anniversary Community Sponsor — \$1,000

DIGITAL JOURNAL ADVERTISING

- ☐ 10th Anniversary Premier Ad — \$1,000
- ☐ Emerald Ad — \$750
- ☐ Gold Ad — \$300
- ☐ Irish Heritage Ad — \$100

TOTAL ENCLOSED / COMMITTED: \$ _____

ADVERTISING ARTWORK

All digital advertisements should be submitted in a 16:9 aspect ratio (standard PowerPoint slide size).

Email high-resolution PDF, JPG or PNG artwork to:

RIAAdjournal@gmail.com

Advertising & Sponsorship Deadline: _____

PAYMENT

- ☐ Check Enclosed
- ☐ Online Payment
- ☐ Please Contact Me Regarding Payment

Please make checks payable to:

Rutherford Irish American Association

Thank you for helping us celebrate 10 Years of Irish Heritage, Community & Pride.

Deadline to be included in the Digital Ad Journal is January 20th, 2027!

For more information, visit: RutherfordIrish.com