

**UNITED IRISH  
SOCIETIES MEMBERS**

Ancient Order of Hibernians  
Michigan State Board

- Stephen J. Walsh  
Division
- Fr. Solanus Casey  
Division
- M. Thomas Dunleavy  
Division
- Patrick Ryan Division

Ardán Dance Booster Club

Clan Cullen of Detroit

Corktown Business  
Owners Association

Dearborn Gaels

Detroit International Feis

Egan Clan

Emerald Isle Dance Society

Fraternal Order of United  
Irishmen

Friendly Sons of  
St. Patrick

Gaelic League of Detroit &  
Irish American Club/Detroit

Incorporated Society of Irish  
American Lawyers

Irish Bar Owners

Irish Genealogical Society

Irish Northern Aid

Knights of Columbus, George  
F. Monaghan Council #2690

Knights of Equity

Ladies Ancient Order of  
Hibernians

- Michigan State Board
- Rose Kennedy Division
- Catherine McAuley  
Division
- Elizabeth Fagan  
Division
- Ethel Kennedy Division

Michigan Irish American  
Chamber of Commerce

Motor City Irish Festival

O'Halloran's Public House &  
Hall

O'Hare Irish Dance Booster  
Club

Trinity Council No. 36  
Knight Masons of Michigan

**The St. Patrick's Parade**



A Detroit Tradition

Dear Sponsor:

In the 19<sup>th</sup> century, St. Patrick's parades were a big thing in Detroit, but by the early 20<sup>th</sup> century, the custom had died out. From the 1920's to the 1950's, parades were occasionally put on by a single Irish Club acting on its own or by a particular Parish parading for a few blocks or even a single Irish family on it's own block. By the Late 1950's, the Irish in Detroit were ready for a major parade so the United Irish Societies (UIS) held the first parade in Dearborn in 1959. It was an instant success and there has been a UIS parade every year since. On Sunday, March 12, 2017, we will celebrate **the 59<sup>th</sup> Annual St. Patrick's Parade**.

For 25 years, the parade marched on Woodward Avenue in Downtown Detroit. It originally ended at the foot of the City-County Building. It moved to Kennedy Square after that area was renamed for President Kennedy. Starting in 1985, the UIS moved the Parade to Michigan Avenue through Corktown – Detroit's historic Irish neighborhood. The parade staging area was located at Michigan and 3<sup>rd</sup> Avenue. The march went west along Michigan Avenue, passed the old Tiger Stadium and ended at the reviewing stand just past the Gaelic League at Wabash Street. In 2004, the staging area moved a few blocks west to Sixth Street where the new Irish Plaza had been dedicated.

The UIS runs the St. Patrick's Parade and is made up of delegates from the 35 Irish Organizations in the Detroit Metropolitan area. Every year the UIS selects a Grand Marshal as a reward for their lifelong contributions to the Irish Community. These Grand Marshals donate their time, business resources, financial resources and their personalities to the Irish Community promoting our Irish heritage, Culture and philanthropy. This year's Grand Marshal is Brian Dunleavy.

The Detroit St. Patrick's Parade is Detroit's oldest continuous ethnic parade. It is a traditional family day that has had great appeal based on the Irish Community in Detroit and raising more awareness for the Irish Culture and Heritage through Irish Dancing, Irish restaurants and events that support great charities.

With the support of the Detroit community, the Parade averages between 40,000 to 100,000 people lining the streets of Michigan Avenue celebrating their Irish Heritage while watching over 3,500 participants including Detroit High School bands, Family Clans, UIS Member groups, Pipe & Drum Bands, Detroit Fireman Clown Team, floats and dignitaries marching down Michigan Avenue through Historic Corktown. Visit our website at [www.detroitpatricksparade.com](http://www.detroitpatricksparade.com) for up to date Parade information and events.

It is said that there are only two types of people on St. Patrick's Day, "those that are Irish and those who wish they were Irish". Join us on Sunday, March 12, 2017 to celebrate **the 59<sup>th</sup> Annual St. Patrick's Parade** because everyone is Irish on St. Patrick's Parade Day.

Sincerely,

Mike Kelly  
President  
United Irish Societies of Detroit

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**59<sup>th</sup> Annual St. Patrick's Parade**  
**March 12, 2017**  
**Corktown – Detroit Michigan**

**2017 Parade Sponsorship Opportunities**

**Title Sponsorship: \$ 17,500.00**

- 4 tickets to watch the parade from the reviewing stand.
- Participation in the parade; marching, provide your own float or corporate unit.
- 2 Shamrocks displaying your name/logo hung high on a light pole along the parade route, March 4-18, 2017.
- Your name mentioned in announcements, T.V. segments, newspaper articles and interviews.
- 2 prominently displayed banners at the Parade Kickoff celebration February 26, 2017.
- 1 banner displayed at the reviewing stand on Parade day.
- Your name/logo on all Parade announcements, correspondence, logo & link on the Parade website.
- A full page ad in the Parade Times Program - 1000 copies circulated.
- 4 tickets to the Parade Kickoff Celebration February 26, 2017.
- 4 invitations to participate in the Painting of the Shamrocks on the streets of Corktown Detroit, March 10, 2017.

**Presenting Sponsorship: \$ 10,000.00**

- 2 tickets to watch the parade from the reviewing stand.
- Participation in the parade; marching, provide your own float or corporate unit.
- 2 Shamrocks displaying your name/logo hung high on a light pole along the parade route, March 4-18, 2017.
- 1 prominently displayed banner at the Parade Kickoff Celebration February 26, 2017.
- 1 banner displayed at the reviewing stand on Parade day.
- Your name/logo on all Parade announcements, correspondence, logo & link on the Parade website.
- 1/2 - page ad in the Parade Times Program - 1000 copies circulated.
- 4 tickets to the Parade Kickoff Celebration, February 26, 2017.
- 2 invitations to participate in the Painting of the Shamrocks on the streets of Corktown Detroit. March 10, 2017.

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## **Gold Sponsorship: \$ 5,000.00**

- 1 Shamrock displaying your name hung high on a light pole along the parade route, March 4-18, 2017.
- Your name/logo on all Parade announcements, correspondence, logo & link on the Parade website.
- 1/4 - page ad in the parade Times Program - 1000 copies circulated.
- 4 tickets to the Parade Kickoff Celebration, February 26, 2017.
- 2 invitations to participate in the Painting of the Shamrocks on the streets of Corktown Detroit. March 10, 2017.

## **Silver Sponsorship: \$ 2,500.00**

- 1 Shamrock displaying your name/logo hung high on a light pole along the parade route, March 4-18, 2017.
- Signage at the Parade.
- 1/2 - page ad in the Parade Times Program - 1000 copies circulated.
- 2 invitations to participate in the Painting of the Shamrocks on the streets of Corktown Detroit. March 10, 2017.

## **Bronze Sponsorship: \$ 1,000.00**

- 1 Shamrock displaying your name/logo hung high on a light pole along the parade route, March 4-18, 2017.
- A business card ad in the Parade Times Program - 1000 copies circulated.
- 2 invitations to participate in the Painting of the Shamrocks on the streets of Corktown Detroit. March 10, 2017.

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## 59<sup>th</sup> Annual St. Patrick's Parade

March 12, 2017

Corktown – Detroit Michigan

### THANKS FOR YOUR SUPPORT!

Sponsor Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

### Sponsorship Levels

- |   |          |
|---|----------|
| <input type="checkbox"/> Title Sponsor      | \$17,500 |
| <input type="checkbox"/> Presenting Sponsor | \$10,000 |
| <input type="checkbox"/> Gold Sponsor       | \$ 5,000 |
| <input type="checkbox"/> Silver Sponsor     | \$ 2,500 |
| <input type="checkbox"/> Bronze Sponsor     | \$ 1,000 |

Sponsor Contact Signature: \_\_\_\_\_

**Please keep a copy of this contract for your records.  
Please submit via a credit card or a copy with your check payable to:**

**United Irish Societies of Michigan  
C/O Mike Kelly**

**The St. Patrick's Parade**



**A Detroit Tradition**