

ST. PADDY'S DAY MUSIC + BEER FESTIVAL

IRISH & TRIBUTE BANDS | CRAFT + GREEN BEER | IRISH DANCERS | IRISH COCKTAILS
GAMES + SHENANIGANS | IRISH + OTHER GRUBS



ST. PATRICK'S DAY

SAT | MAR 15 | 2025
2 PM - 10 PM

SHAM ROCK

2025 SPONSORSHIP



ALL PROCEEDS BENEFIT THE **GASLAMP QUARTER HISTORICAL FOUNDATION**



SanDiegoShamROCK.com

SPONSOR BENEFITS

Key Elements:

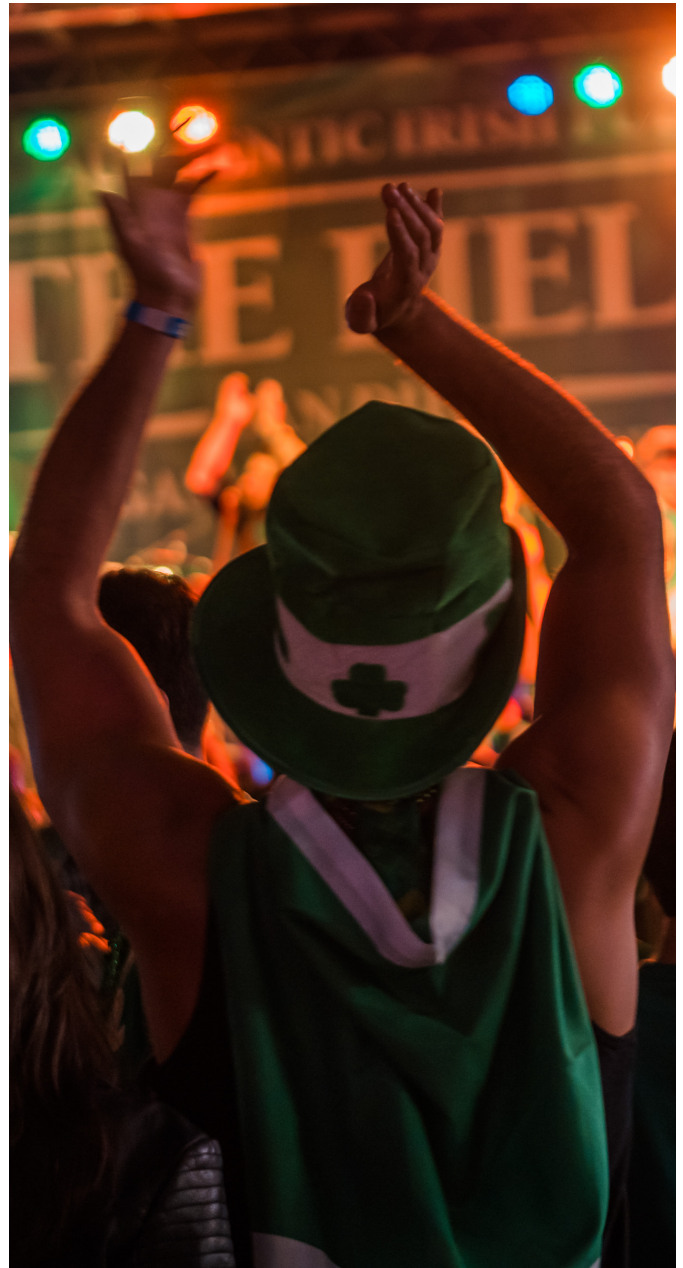
- Designated as a sponsor of ShamROCK
- Ability to shape consumer attitudes by educating, entertaining and engaging a captive audience
- Brand exposure and creative marketing through experiential activations that deliver relevance and value to the consumer
- Creative marketing through digital platforms and on-site activations
- Potential for on-going mutually beneficial relationship and partnership with McFarlane Promotions and the Gaslamp Quarter Historical Foundation

Pre-Event Exposure:

- Company name/logo included
- On the event website
- On the event ticketing platform
- In all releases and promotional communication including press releases, calendar notices, media alerts, eblasts, social media and all press kits
- In all advertisements including newspaper/magazine ads
- On all print collateral materials including flyers and posters
- In an extensive social media campaign through the event accounts and partner platforms with opportunity for paid boosting sponsor benefits
- The opportunity to have your product highlighted at the pre-event radio promotions
- Opportunity to place advertisement or coupon with-in the online event program
- Opportunity to have a banner ad on the event website
- Opportunity to have a banner ad in an e-blast to over 35,000 recipients promoting the event.

On-Site & Post Event Exposure:

- Company name and logo featured on event signage
- Company name mentioned on stage at event



SPONSOR PACKAGES

RAINBOW STAGE SPONSORSHIP | \$7,500

- Designate your company as the Official Rainbow Stage Sponsor (cover & tribute bands) for the event
- Recognition as the Rainbow Stage Sponsor anywhere the Stage or Entertainment is mentioned/listed
- A minimum of 6 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Logo inclusion on stage banners
- 20 VIP tickets
- Opportunity to distribute a branded take-away item
- Space for a 10x10 activation at the event

SHENANIGAN STAGE SPONSORSHIP | \$5,000

- Designate your company as the Official Shenanigan Stage Sponsor for the event
- Recognition as the Shenanigan Stage Sponsor anywhere the Shenanigan Stage or games are mentioned/listed
- A minimum of 4 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Logo inclusion on Shenanigan banners
- Opportunity to provide an emcee for the Shenanigans
- 15 VIP tickets
- Opportunity to distribute a branded take-away item
- Space for a 10x10 activation at the event

LUCKY LEPRECHAUN SPONSORSHIP | \$5,000

- Designate your company as the Official Lucky Leprechaun VIP Sponsor for the event
- Recognition as the Official Lucky Leprechaun VIP anywhere the VIP are mentioned/listed
- A minimum of 4 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Logo inclusion on VIP banners
- 15 VIP tickets
- Opportunity to distribute a branded take-away item
- Space for a 10x10 activation at the event

CRAIC-Y PHOTO OPP | \$2,500

- Designate your company as a Photo Opp Sponsor for the event
- Recognition anywhere the Photo Opp is mentioned/listed
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged)
- Logo incorporated into Photo Opp
- 4 VIP tickets