



21st Annual St. Patrick's Day Parade

PRESENTED BY THE OLD SACRAMENTO DISTRICT
& DOWNTOWN SACRAMENTO PARTNERSHIP





21st Annual St. Patrick's Day Parade

Old Sacramento is home to the region's largest St. Patrick's Day event. This annual signature event now attracts over 15,000 attendees every year. And this year, with the recent opening of the arena, we expect an even larger audience. The NCAA will be hosting its tournament just 3 blocks away at the Golden One Center drawing an expected crowd of over 17,000 for that event alone. The 2017 Parade will be a featured activity during this exciting weekend.

Always a free event, the colorful parade includes over 60 entries to delight the Irish and Irish-at-heart. The 2015 parade featured more than 1,000 participants including Irish dancers and costumed marchers, bagpipers, pipe & drum, military regiments, police and fire representatives, along with various cultural organizations.

The parade is an alcohol-free, family-oriented event that celebrates the diversity and richness of our community. But the parade is more than an ethnic celebration; it is also an event, which is a source of pride and enjoyment for all area residents.

Old Sacramento is a National Landmark that boasts 4 million visitors annually. Today, with 53 historic buildings, Old Sacramento has more buildings of historic value condensed into its 28 acres than most areas of similar size in the west. Registered as a National and California Historic Landmark, the properties in the district are primarily owned by private owners, with individual businesses leasing shops and offices.

The historic district has flourished and is once again a thriving commercial trade center, making it the ideal backdrop for Sacramento's St. Patrick's Day parade.





SCHEDULE

Saturday, March 18, 2017 beginning at 1:00 PM

ATTENDANCE

This St. Patrick's Day tradition consistently attracts over 15,000 attendees from the greater Sacramento area and all over Northern California.

DEMOGRAPHICS

Primarily marketed towards local families as it is an alcohol-free event, the parade draws a wide range of spectators to see the sights and sounds of one of the largest events of its type in Northern California.

DRAW

As the region's largest single attraction, Old Sacramento is a both a regional and global destination. Generations of locals have grown accustomed to visiting Old Sacramento for special events and throughout the year, and visitors from all over the world flock to the city's celebrated historic district.

PRODUCTION TEAM

Produced by the Old Sacramento District of the Downtown Sacramento Partnership.

MEDIA EXPOSURE

Strong local media coverage and support, along with extensive promotion and engagement on social media.

OLD SACRAMENTO SOCIAL MEDIA

The Old Sacramento primary Facebook page has one of the largest followings of any social media site in its category in the greater Sacramento area, with nearly 45,000 followers as of October 2016. The page has seen an 8% growth in 2016, and has extended its reach to 173,000 unique viewers per month, with nearly 3 posts per day being shared. In addition, Old Sacramento manages Facebook pages for both Gold Rush Days and Theatre of Lights.

Old Sacramento's Twitter account has experienced an 11% increase in 2016, with over 17,000 followers as of October 2016. The overall number of impressions has almost doubled to 90,000 a month.

Instagram has seen the highest percentage of growth, with a 51% increase in followers in 2016 to nearly 15,000. The Old Sacramento Instagram account is unique in that over half of the followers are under the age of 30.

Social Media insights allow Old Sacramento to gain a very specific profile about those who follow and engage on various platforms. 43% of followers report an annual income of over \$60,000, with the largest single demographic (16%) earning between \$75,000 and \$95,000 a year. The top three reported occupations are "white collar, tech, and homemakers," which combine to represent 77% of overall followers. Women ages 25-44 constitute 39% of our Facebook followers.

OLD SACRAMENTO SOCIAL MEDIA

Facebook	January 2016	October 2016	January 2017	Notes
Followers	41,465	44,893	46,253	Avg. Facebook page growth per month = .21%
% of Growth	--	8%	3%	
Reach	115K	173K	217K	
Engagement	9,520	107K	147K	
Posts per month	31	84	60	
Twitter	January 2016	October 2016	January 2017	Notes
Followers	15,346	17,200	17,800	Avg. Twitter follower growth per month: 7.91%
% of Growth	--	11%	4%	
Impressions	52K	90K	100K	
Tweets per month	116	80	80	
Instagram	January 2016	October 2016	January 2017	Notes
Followers	7,583	14.6K	16.4K	Average follower growth per month = 6.5%
% of Growth	--	51%	11%	
Avg. Likes per Post	295	410.4	460	



TITLE SPONSORSHIP

Only one available and Cash only

\$10,000

Sponsorship Benefits

- *Your Company presents the 2017 Old Sacramento St. Patrick's Day Parade
- *VIP "seating at Review Stand (4 -6 people)
- *On stage recognition via announcements
 - *On stage signage
- *Logo recognition on flyers and posters
 - *Recognition in media releases
- *Social Media campaign customized for you
- *Inclusion of company logo and link on event website
 - *Featured entry in parade with opportunity for media interview as available.





PLATINUM SPONSORSHIP

\$7500

- *VIP "seating at Review Stand (2 people)
- *On stage recognition via announcements
 - *On stage signage
- *Logo recognition on flyers and posters
 - *Recognition in media releases
 - *Social Media campaign
- *Inclusion of company logo & link on event website
 - *Featured entry in parade

GOLD SPONSORSHIP

\$5,000

- *On stage recognition via announcements
 - *Logo recognition on flyers and posters
 - *Recognition in media releases
- *Inclusion of company logo and link on event website
 - *Social Media Campaign
 - *Entry in parade

SILVER SPONSORSHIP

\$2,500

- *Logo recognition on flyers and posters
- *Inclusion of company logo and link on event website
 - *Entry in parade

