



## TOWN OF ONANCOCK

15 North Street  
Onancock, VA 23417

January 13, 2019

Dear friend of Virginia's Eastern Shore,

I am writing you concerning a sponsorship opportunity with the 2019 St. Patrick's Parade. Thanks to generous sponsors the Annual St. Patrick's Parades in Onancock, O'Nancock for the day, have been a tremendous success. Last year we had over 300 participants and the streets of the town were once again lined with a host of enthusiastic spectators. There were floats, marchers, a color guard, piper bands, musical units, horses, political dignitaries and a full section of kilt contestants! The goal is to continue to make this THE Spring event on the Eastern Shore! We are anxiously looking forward to even greater success at this year's 6<sup>th</sup> annual event, which will be held on March 10, 2019. Our success in past years predicts that we will increase in both participants and spectators again this year. Our theme this year is "Shamrocks and Shillelaghs" and your support will put smiles on our Eastern Shore neighbors and visitors.

As in previous years, sponsor support is an important part of the success we were able to achieve and I hope that you will be willing to add your support to this very visible community event. This is an opportunity to highlight your business or organization in a fun and very effective way. The parade will be covered by both local newspapers and local radio ads, as well as being listed on many websites and Facebook.

Your \$500 Platinum Sponsorship will place your name on our Platinum Sponsor Banner, inclusion in radio ads and talk shows. This year, in conjunction with the parade, we are planning our 3<sup>rd</sup> Celtic Festival on the grounds of Kerr Place from 11-4 on the day of the parade. Vendors last year were pleased with the turnout and we will have even more vendors this year, reenactment groups and a Highland games demonstration. Sponsors will also have recognition visibly at the Festival.

Below are the details concerning this year's sponsorship levels:

**\$500 Platinum:** Your name on our Platinum Sponsor Banner, Posters identifying sponsors at the Celtic Festival, your business named in Radio ads, press releases and talk shows.

**\$300 Gold:** Your name listed as a Gold Sponsor on parade banner, Celtic Festival Poster, ads, radio spots, press releases.

**\$200 Silver:** Your name listed as a Silver Sponsor on parade banner, Celtic Festival poster, and press releases.

**\$100 Bronze:** Your name listed as a Bronze Sponsor on parade banner, Celtic Festival Poster, and press releases.

If you would be willing to contribute to this year's event as a sponsor, please contact me as soon as possible with the amount of your donation to be sure you get maximum recognition for your support. Your check can be made out to "Town of Onancock" and notated for the St. Patrick's Parade. It can be mailed or I am happy to have it picked up.

I would also like to encourage your participation by entering a float, banner, decorated golf cart, leprechaun band, contestant in the Kilt Contest or whatever you'd like to bring additional visibility to your business. This is a great advertising opportunity in our local community.

Thank you for your time and consideration. I look forward to hearing from you.

Sincerely,



Joy Marino  
St. Patrick's Parade Chairman  
757 787-2170  
[Jsmarino72@gmail.com](mailto:Jsmarino72@gmail.com)  
25 Sturgis St.  
Onancock, VA 23417