

Downtown South Bend

2021 Paddy Party Event Partnership Opportunities

The DTSB's Paddy Party & Pub Tour is the region's largest St. Patrick's celebration and will take place at Four Winds Field. DTSB is partnering with the South Bend Cubs to create a unique event experience with three bands, a DJ, concessions, more space, improved VIP areas, indoor restrooms, and more.



Presenting Sponsor: \$10,000
\$40,000 promotional value

Visionary Sponsor: \$5,000
\$15,000 promotional value

Champion Sponsor: \$3,000
\$10,000 promotional value

Ambassador Sponsor: \$1,000
\$8,000 promotional value

Appearance on Printed Materials

Posters	✓	✓	✓	✓
Flyers	✓	✓	✓	✓
Tent Cards	✓	✓	✓	✓
T-shirts	✓	✓	✓	✓
Admission Tickets	✓	✓	✓	✓
Step & Repeat	✓	✓	✓	

Appearance in Media Advertising

Press Release	✓	✓	✓	✓
Sponsor Slide on video board	✓	✓	✓	
Billboard	✓			
In The Bend Ads	✓			

Appearance in Online Advertising

Paddy Party Website	✓	✓	✓	✓
Facebook Event Page	✓			

On-site Presence

Company banner at event	✓	✓	✓	
Opportunity to distribute materials	✓	✓		

Extra Opportunities

Naming rights: official presenting sponsor of Paddy Party & Pub Tour	✓			
Complimentary General Admission Tickets	✓	✓	✓	✓
Complimentary VIP Tickets	✓	✓		
Complimentary T-shirts	✓			