

December 2018

Dear Friend:

Once again, Palatine will be host to a St. Patrick's Day extravaganza!



This is one of the only Irish parades in the Northwest suburbs –drawing 1,000's to Palatine and providing a truly great opportunity to highlight your business while Palatine “Paints the Town Green.” This is the 9th annual Paint the Town Green event and fast becoming a favorite in Palatine and the surrounding area.

Without community support, this event cannot happen. And this is your chance to be part of the festivities! You are invited to join other businesses and community members as participants in the St. Patrick's Day parade, the Irish Market or in the new Photo Scavenger Hunt as a sponsor.

Continuing this year! The parade route remains extended an additional 2 blocks – allowing access to more of the community. The parade will march directly to the Irish Market allowing vendors more time with customers. We will once again have live music performances in the Irish Market for all to enjoy and, this year, registration for the Photo Scavenger Hunt will be in the market.

The event will take place on Saturday, March 16, 2019 featuring a downtown parade at 11:00 AM, an Irish Market from 10:00 AM to 2:00 PM, an “after party” hosted by Dirty Nellie's, a Photo Scavenger Hunt and numerous other activities throughout the Palatine Community.

The day will also serve to collect food, clothing and donations to benefit Journeys the Road Home, serving the homeless and near homeless in the North and Northwest Suburbs. Your support will help get the word out to the public and make a difference in the lives of thousands in our community.

There are many opportunities to get involved at a level that best meets your marketing needs. The attached documents include 1) Sponsor Opportunities including the new Photo Scavenger Hunt 2) Advertising Opportunities, 3) Parade Entry and 4) Irish Market Application. Please contact me personally with any questions. **Sláinte!**

Sincerely,

Bill Bohlman and *Liz Noe*



Paint the Town Green Coordinators

Phone: 847-816-3444

E-Mail: info@stpatpalatine.com

Irish Blessing

*May the sun shine, all day long,
everything go right, and nothing wrong.
May those you love bring love back to you,
and may all the wishes you wish come true!*

Paint the Town Green Sponsorship Opportunities for March 16, 2019



\$1000 Shamrock Sponsorship

- Full Page Color ad in a special Daily Herald 3/14/19 insert (\$800 value) plus a Color Logo on the cover of the insert distributed to 22,000 people as well as businesses in and around Palatine!
- Company logo on event posters, listing in Press Releases and on the web site
- Complimentary *premium* entry in the March 16th St. Pat's Parade (\$50 value)
- Complimentary booth space in the March 16th Irish Market (\$75 value)

\$750 Leprechaun Sponsorship

- ½ Page Color ad in a special Daily Herald 3/14/19 insert (\$495 value) plus a Color Logo on the cover of the insert distributed to 22,000 people as well as businesses in and around Palatine!
- Company Logo on event posters, listing in Press Releases and on the web site
- Complimentary entry in the March 16th St. Pat's Parade (\$50 value)
- Complimentary booth space in the March 16th Irish Market (\$75 value)

\$500 Pot 'O Gold Sponsorship

- ¼ Page Color ad in a special Daily Herald 3/14/19 insert (\$295 value) distributed to 22,000 people as well as businesses in and around Palatine!
- Company name on event posters, listing in Press Releases and on the web site
- Complimentary entry in the March 16th St. Pat's Parade (\$50 value)

\$250 Clover Leaf Sponsorship

- Company name on event posters and web site
- Complimentary entry in the March 16th St. Pat's Parade (\$50 value)
- 1/8 page Color ad in a special Daily Herald 3/14/19 insert (\$185 value) distributed to 22,000 people as well as businesses in and around Palatine!

\$150 Emerald Isle

- Company name on event posters and on web site
- Complimentary entry in the March 16th St. Pat's Parade (\$50 value)

\$100 Friend

- Planning an activity on St. Patrick's Day? Get an official listing on www.stpatspalatine.com and in the special Daily Herald 3/14/19 insert distributed to 22,000 people as well as businesses in and around Palatine!

\$150 Photo Scavenger Hunt

- Company included as a destination for a photo during the hunt, option to donate to the prize package, listing on the web site, inclusion in press releases and your logo appears in Daily Herald 3/14/19 insert distributed to 22,000 people as well as businesses in and around Palatine! Plus the opportunity to purchase a Clover Leaf Sponsorship for only \$200!

All Sponsorship levels include exposure on www.stpatspalatine.com, the official *Paint the Town Green* web site!



St. Patrick's Day Parade 2019

PO Box 1996
Palatine, IL 60078
847-816-3444

www.stpatspalatine.com

Dear Potential Parade Participant:

Thank you for your interest in the Palatine St. Patrick's Day Parade hosted by presenting sponsor Durty Nellie's! The parade will be held on **Saturday, March 16, 2019 at 11 AM**. The theme for the 2019 Parade is "Paint the Town Green." Entries embracing the theme will be considered 1st for parade acceptance. The parade is judged and prizes are awarded.

Take the opportunity to hand out goody bags, show off your company, get your message out there – or just gather a group of friends to participate in the sharin' of the green!

All Parade Applicants:

Placement in Parade line-up will be based on timeliness of application and distribution of types of entries in the parade.

Application Deadline Please complete and return the enclosed 2019 Parade Application **NO LATER THAN January 31, 2019**. The completed application can be mailed to our P.O. Box listed on the application or emailed to info@stpatspalatine.com. An electronic copy of the application can be found at www.stpatspalatine.com. Fees are also due on January 31, 2019.

Parade Assembly Instructions/ Line-Up Procedures: Applicants will be notified by email of their acceptance status and line-up instructions, including Parade Entry Number, by February 9th.

Submission of an application **does not** guarantee entry. Payment for entry must be received by January 31 to be considered for entry in the parade.

Questions or comments should be directed via email to info@stpatspalatine.com or via phone at (847) 816-3444. Or visit www.stpatspalatine.com for details on the entire day. We look forward to receiving your completed 2019 Parade Application.



Sincerely,
Bill Pohlman & Liz Noe
2019 Paint the Town Green Coordinators



REMEMBER THE \$50 ENTRANCE FEE!!
St. Patrick's Day Parade 2019

www.stpatspalatine.com

SATURDAY, March 16, 2019 - 11:00 AM

Entry Name: _____

Contact Person: _____

Address: _____

City, State, ZIP Code: _____

Telephone Number: _____ EMAIL: _____

TYPE OF ENTRY (check one):

Float _____ Musical _____ Other Entertainment _____ Walking Entry _____

Description of Entry (Type of music/entertainment, short description of Float):

Number of Participants: _____ No. & Type of Vehicle(s): _____

ENTRIES WILL BE LIMITED TO 40' OF LINE-UP SPACE

REQUIRED Script for Cable TV (may include your organization's name, leader's name, when/why/how organization was founded, purpose/mission of organization, etc.):

Application submission does NOT guarantee entry into the Parade

Notification of ACCEPTANCE will be emailed by February 9th

Please return form (checks made out to St. Pat's Palatine) by January 31, 2019 to:

St. Pat's Parade Registration * PO Box 1996 * Palatine, IL 60078

Telephone: (847) 816-3444

E-mail: info@stpatspalatine.com

Parade Route will proceed west on Wood Street from Village Hall to Smith Street, then north to Colfax and end at Smith and Colfax in Downtown Palatine.

Acknowledgement of receipt of your application will ONLY be sent via EMAIL



Paint the Town Green Vendor Information

PO Box 1996
Palatine, IL 60078
847-816-3444

www.stpatspalatine.com

Dear Potential Vendor:

Thank you for your interest in the Paint the Town Green Irish Market hosted by presenting sponsor Dirty Nellie's! The festivities will be held on **Saturday, March 16, 2019** starting with a tented Irish Market in Downtown Palatine from 10:00 AM – 2:00 PM. The parade will step off at 11:00 AM and numerous activities are planned in Downtown Palatine.

This is your opportunity to sell your wares, show off your company, get your message out there – and gather with group of friends to participate in the sharin' of the green!

All Vendor Applicants:

Application Deadline Please complete and return the enclosed 2019 Vendor Application **NO LATER THAN January 31, 2019.**

Fees: Space is available for \$100 per 8' area. Applicants can bring their own 8' table or rent one for an additional \$25.

Notes: No electrical service will be provided and helium tanks are not allowed. Space is limited and vendors will be accepted on a 1st come 1st serve basis. Application fee is non-refundable. Final instructions, including location of your booth will be sent via email by March 1st.

Questions or comments should be directed via email to info@stpatspalatine.com or via phone at (847) 816-3444. Or visit www.stpatspalatine.com for details on the entire day. We look forward to receiving your completed 2019 Vendor Application.



Sincerely,
Bill Pohlman & Liz Noe
2019 Paint the Town Green
Coordinators



Paint the Town Green Vendor Application 2019

www.stpatspalatine.com

SATURDAY, March 16, 2019 - 10:00 AM – 2:00 PM

Vendor Name: _____

Contact Person: _____

Address: _____

City, State, ZIP Code: _____

Telephone Number: (____) _____ EMAIL: _____

TYPE OF GOODS:

Fee for Space \$100 X _____ Space = \$ _____

Rental of 8' Table \$25 X _____ Tables = \$ _____

TOTAL \$ _____

***VENDORS WILL BE LIMITED TO 8' OF SPACE, ADDITIONAL SPACE MAY BE RESERVED FOR \$75**

Please return form with fee via Mail (checks made out to St. Pat's Palatine) by January 31, 2019 to:

**Paint the Town Green
PO Box 1996
Palatine, Illinois 60078**

Telephone: (847) 816-3444

E-mail: info@stpatspalatine.com

Acknowledgement of receipt of your application will ONLY be sent via EMAIL

December 2018

Dear Friend:

We are excited to announce, in addition to the parade and Irish Market, Palatine's Paint the Town Green is adding for a second year—a Photo Scavenger Hunt! All local business are invited to participate in this community wide week-long event.



Here are the details:

Prior to the March 16, 2019 Paint the Town Green event, the community will be invited to sign up to participate in the Photo Scavenger Hunt through the www.StPatsPalatine.com website. Teams can be as few or many members as desired. On Saturday, March 16, teams will check in at the Irish Market in Downtown Palatine between 10 AM and 2 PM for the list of clues. And the hunt begins! Teams will have until midnight on Tuesday, March 19 to solve the clues, take photos and upload to the website. The lucky winning team will receive a participating merchants prize package and a cash reward!

Why sponsor the scavenger hunt?

- This opportunity is perfect for restaurant and retail establishments!
- This is a great way to introduce new and welcome old customers to your business! We expect over 50 teams, and most teams of 4-5 people. This means all those people will need to enter your business by end of day March 20 to be eligible for the prizes.
- Questions will be designed to drive people into your business – not just take a photo of your sign: another perk to sponsorship. What a unique way to pull people to your business!
- You also have the opportunity to add a prize to the merchant's prize package – bring people into your business after the event.
- And your business will be mentioned in the press releases related to the Photo Scavenger Hunt and your name will appear in the Photo Scavenger Hunt publicity to run in the Daily Herald special insert on 3/14/19 that goes out to 22,000 people and businesses in Palatine as well as the surrounding area!

We hope you participate in this new addition to the Paint the Town Green event!

Sincerely,

Bill Pohlman and *Liz Noe*



Paint the Town Green Coordinators
Phone: 847-816-3444
Email: info@stpatspalatine.com

Irish Blessing

*May the sun shine, all day long,
everything go right, and nothing wrong.
May those you love bring love back to you,
and may all the wishes you wish come true!*

Paint the Town Green Photo Scavenger Hunt
Application 2019
www.stpatspalatine.com

Starting SATURDAY, March 16, 2019 - 10:00 AM
Ending Tuesday, March 19, 2019 – 11:59 PM

Business Name (as it should appear in print): _____

Contact Person: _____

Address: _____

City, State, ZIP Code: _____

Telephone Number: (____) _____ EMAIL: _____

TYPE OF GOODS FOR PRIZE PACKAGE: (optional but a good idea)

Prize Package items will be picked up in early March. Please mail with application or have them ready by March 1, 2019.

BONUS OPPORTUNITY:

\$250 \$200 Clover Leaf Sponsorship (discount available to Hunt participants only)

- Company name on event posters and web site
 - Complimentary entry in the March 16th St. Pat's Parade (\$50 value)
 - 1/8 page Color ad in a special Daily Herald 3/14/19 insert (\$185 value)
- distributed to 22,000 people as well as businesses in and around Palatine!

Please return form with \$150 fee for the Hunt via Mail, and additional \$200 for Clover Leaf Sponsorship if applicable (checks made out to St. Pat's Palatine) by January 31, 2019 to:

**Paint the Town Green
PO Box 1996
Palatine, Illinois 60078**

Telephone: (847) 816-3444

E-mail: info@stpatspalatine.com

Acknowledgement of receipt of your application will ONLY be sent via EMAIL