

40TH ANNUAL

st. pat's

in five points



SATURDAY
MARCH 19, 2022

SPONSORSHIP KIT





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PRESENTED BY THE
FIVE POINTS ASSOCIATION





A 40 YEAR TRADITION

Duncan MacRae of Yesterday's Restaurant & Tavern, Steve Gibson of Peddler Steak House, Chuck Pettit of the Columbia Jaycees and Tony Latella of PYA Monarch sat down in a booth at Yesterday's Restaurant & Tavern, had a few beers and devised a plan to increase the visibility of Five Points' businesses on St. Patrick's Day when most people were leaving town for Savannah. The Annual St. Pat's in Five Points emerged forming a fun-filled festival benefiting children's charities in the Midlands.



OUR ECONOMIC IMPACT

St. Pat's in Five Points welcomes approximately 45,000 of a myriad of demographic attendees – children, families, college students and senior citizens – annually and has a \$7+ million economic impact on the City of Columbia and Richland County. More than 35% of attendees traveled to Columbia for the festival and came from over 2,000 zip codes and over thirty countries.



The St. Pat's in Five Points festival is a significant day for the Five Points village. Not only is it a day when many of our businesses have their best sales day of the year, it is also the chief revenue source for the Five Points Association (FPA). The net proceeds allow for the FPA's existence, to be staffed adequately to carry out community projects and special events and to promote and market Five Points statewide. It also enables the FPA to continue beautification projects in the village such as:

- Main Fountain Plaza - 1997
- Additional Fountain at Blossom and Saluda - 2007
- Centennial Plaza at Santee and Blossom - 2015
- Harden Street Alleyway - 2021
- Murals from local artists such as Blue Sky, Chad Brady and Erbriyon Barrett – 1989 & 2019, 2017, and 2021
- Beauti5 – A revitalization effort undertaken in a capacity never before seen in South Carolina – 2010

SCHEDULE OF EVENTS

St. Pat's in Five Points Tickets On-Sale - Friday, November 26, 2021

Band Announcement Press Conference - Wednesday, January 26, 2022

Official Kick-Off to St. Pat's Event - Friday, March 4, 2022

St. Pat's in Five Points – Saturday, March 19, 2022, 7am-7pm

7:30am Get to the Green 5K/10K and 1-Mile Family Fun Run

9am Festival Gates Open

10am St. Pat's Parade

11am-6pm Pot O'Gold Playland

12pm-7pm Live Music from Local, Regional and National Artists on Four Stages

2pm-6pm Silent Disco

Festival Beneficiaries Press Conference - Late March/Early April 2022





MARCH 19, 2022

FESTIVAL BENEFICIARIES

St. Pat's in Five Points affords the Five Points Association the opportunity to give back to the community that has been its biggest supporter. The FPA will continue the tradition of contributing a portion of money made during the festival to the volunteer groups who help us stage this event. In the festival's forty-year history, the FPA has donated approximately \$1M to local Midlands' charities including:



- A.C. Moore Elementary School PTO
 - Ancient Order of Hibernians
 - Association of the United States Army
 - Beta Sigma Phi - Alpha Chapter 14631
 - Bethlehem Community Center
 - Boy Scout Troop 330
 - Capital City Shag Club
 - Carolina Children's Home
 - Carolina Wrecking Balls
 - City Year Columbia
 - Columbia Bombshells
 - Columbia Children's Theatre
 - Columbia Crossroads
 - Columbia Quad Squad Roller Derby
 - Columbia Rotary Club
 - Columbia Rugby
 - Columbia Starlings Volleyball
 - Columbia Women's Rugby
 - Curing Kids Cancer
 - DACS, Inc.
 - Daisy Troop 438
 - Double Dutch Forces
 - Dreher High School Band Booster Club
 - First Nazareth Baptist Church - Boy Scouts
 - First Nazareth Baptist Church - Culinary Institute
 - Gospel Music Workshop of America - Midlands Chapter
 - Happy Wheels
 - HIV AIDS Council
 - Homeless Helping Homeless
 - Hoopology
 - ICC
 - Impact Carolina
 - Junior Woman's Club of Columbia
 - Knights of Columbus - Chapter 1
 - Knights of Columbus - Chapter 2
 - Knights of Columbus - Irmo
 - Military Vehicle Collectors of South Carolina
 - MLK Neighborhood Association
 - Moving Youth Forward
 - One SC Fund (SC Strong)
 - Palmetto Animal Assisted Life Services
 - Palmetto Health Foundation
 - Palmetto Project
 - Palmetto Starlings Volleyball
 - Pawmetto Lifeline
 - Prosperity Project
 - Richland County CASA
 - Richland County Regulators Roller Derby
 - Sexual Trauma Services of the Midlands
 - Shades of View Dance Company
 - Share ONE Love
 - Sierra Club
 - Sistercare, Inc.
 - South Carolina Equality
 - South Carolina Pride
 - Special Olympics of SC
 - Sustainable Midlands
 - Team In Training
 - United Way of the Midlands
 - Upward Bound PTA
 - USC Upward Bound
 - USO of South Carolina
 - Venture Crew 312
 - Vietnam Veterans of America - Chapter 303
 - Westminster Youth Group
 - W.J. Keenan High School PTSA
 - Zion Pilgrim Baptist Church - Step Team
 - Zion Pilgrim Baptist Church - Usher Board
- ... and many, many more!

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SOLID CRAIC PRESENTING SPONSOR

- Opportunity to attend and speak at the Band Announcement and Festival Beneficiaries Press Conferences
- One (1) complimentary 10x10 booth space at the Official Kick-Off (OKO) to St. Pat's event, Get to the Green Race and St. Pat's in Five Points with the opportunity to sell products, if desired (City of Columbia business license required)
- Company logo listed on all event promotion including:
 - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
 - St. Pat's, St. Pat's ticketing, Get to the Green and Get to the Green ticketing websites with hyperlinks (4 sites total)
- Company name mention in all press releases for Band Announcement, OKO and St. Pat's in Five Points events (+ quote in St. Pat's), PA announcements at the race and music stages at St. Pat's
- On-air interview opportunities with the media
- Opportunity to participate in St. Pat's giveaway email contest with Post & Courier Cola/Free Times (25K+)
- Opportunity to donate promotional items for the Get to the Green Race Packets and VIP swag bags at St. Pat's
- Company logo listed on all media buys including:
 - Billboards
 - Print ads
 - Digital ads
 - Radio commercials (company name listing)
- Company logo listed on all marketing collateral including:
 - Podium sign and banner at press conference announcing bands and festival beneficiaries
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - Stage banner on all five (5) music stages and entry/exit gate banners
 - Pot O'Gold Playland Banner (sponsor provided)
 - The Cube Banner (scaffolding) x2
 - Get to the Green Bib Numbers, Start/Finish Line Banner (sponsor provided), participant t-shirt & swag



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SOLID CRAIC PRESENTING SPONSOR (CONTINUED)

- St. Pat's in Five Points festival t-shirts, cups and koozies
- Opportunity to participate in UofSC Athletics game activations:
 - Football - November 6th (Carolina vs Florida)
 - November 27th (Carolina vs Clemson)
 - Men's Basketball - January 15th (Carolina vs Florida)
 - Men's Basketball - February 8th (Carolina vs Kentucky)
 - Women's Basketball - January 27th (Carolina vs UCONN)
 - Women's Basketball - February 20th (Carolina vs Tennessee)
 - Baseball - February 2022 or March 2022 (Game TBD)
- Opportunity to host packet pick-up for Get to the Green
- Ten (10) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Ten (10) complimentary VIP Passes to St. Pat's in Five Points
- Twenty (20) complimentary General Admission Tickets to St. Pat's in Five points
- Complimentary parking for four (4) cars



DID YOU KNOW...

Get to the Green is turning twenty this year and over 50,000 runners have competed for their Pot O' Gold? What started on Devine Street adjacent to Maxcy Gregg Park has grown into a 2,500 member race that kicks off St. Pat's in Five Points! It has morphed over two decades adding a 15K option for a few years and changing routes a few times, but the goal of celebrating all things green and Gaelic has never changed!

Get to the Green 
5K • 10K • 1Mile st. pat's
in five points



JAMMY SPONSOR



- Opportunity to attend the Band Announcement and Festival Beneficiaries Press Conferences
- One (1) complimentary 10x10 booth space at the Official Kick-Off (OKO) to St. Pat's event, Get to the Green Race and St. Pat's in Five Points with the opportunity to sell products, if desired (City of Columbia business license required)
- Company logo listed on event promotion including:
 - Five Points eblasts (35K+) and Post & Courier/ Free Times eblasts (25K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
 - St. Pat's and Get to the Green websites with hyperlinks (2 sites total)
- Company name mention in all press releases for Band Announcement, OKO and St. Pat's in Five Points events and PA announcements at the race
- Opportunity to participate in St. Pat's giveaway email contest with Post & Courier Cola/Free Times (25K+)
- Opportunity to donate promotional items for the Get to the Green Race Packets
- Company logo listed on media buys including:
 - Billboards
 - Print ads
- Company logo listed on marketing collateral including:
 - Banner at press conference announcing bands and post-festival announcing festival beneficiaries
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - Stage banner on one (1) music stage (excluding Greene Street stage) and entry/exit gate banners (sponsor provided)
 - Pot O'Gold Playland Banner (sponsor provided)
 - Get to the Green Bib Numbers, Start/Finish Line Banner (sponsor provided) and participant t-shirt
 - St. Pat's in Five Points festival t-shirts
- Eight (8) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Eight (8) complimentary VIP Passes to St. Pat's in Five Points
- Eighteen (18) complimentary General Admission Tickets to St. Pat's in Five points
- Complimentary parking for three (3) cars



SAVAGE SPONSOR

- One (1) complimentary 10x10 booth space at the Official Kick-Off (OKO) to St. Pat's event AND St. Pat's in Five Points with the opportunity to sell products, if desired (City of Columbia business license required)
- Company logo listed on event promotion including:
 - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
 - St. Pat's and Get to the Green websites with hyperlinks (2 sites total)
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - Entry/exit gate banners (sponsor provided)
 - Get to the Green Start/Finish Line Banner (sponsor provided) and participant t-shirt
 - St. Pat's in Five Points festival t-shirts
- Six (6) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Six (6) complimentary VIP Passes to St. Pat's in Five Points
- Sixteen (16) complimentary General Admission Tickets to St. Pat's in Five Points
- Complimentary parking for two (2) cars



DID YOU KNOW...

St. Pat's in Five Points is the largest one-day St. Patrick's Day Festival in the Southeast?





DEADLY SPONSOR

- Company logo listed on event promotion including:
 - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
 - St. Pat's and Get to the Green websites with hyperlinks (2 sites total)
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - Get to the Green participant t-shirt
 - St. Pat's in Five Points festival t-shirts
- Four (4) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Four (4) complimentary VIP Passes to St. Pat's in Five Points
- Ten (10) complimentary General Admission Tickets to St. Pat's in Five Points
- Complimentary parking for one (1) car



DID YOU KNOW...

Many bands that have performed at St. Pat's got their big break with us?

- Moon Taxi • Walker Hayes • Morgan Wallen • Judah & The Lion • Atlas Road Crew •
- J Roddy Walston and The Business • Stop Light Observations • lovelytheband •
- St. Paul and The Broken Bones • Dashboard Confessional • Rainbow Kitten Surprise •
- Manchester Orchestra and many more!



LEEFS SPONSOR

- Company logo listed on event promotion including:
 - Five Points eblasts (35K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO and St. Pat's FB event pages
 - St. Pat's website with hyperlinks
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - St. Pat's in Five Points festival t-shirts
- Two (2) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Six (6) complimentary General Admission Tickets to St. Pat's in Five Points



WEE SPONSOR

- Company name listed on event promotion including:
 - Five Points eblasts (35K+)
 - St. Pat's (14K followers) social posts with tags
 - Company name listing on St. Pat's FB event page
 - St. Pat's website with hyperlinks
- Company name listed on media buys including:
 - Print ads
- Company name listed on marketing collateral including:
 - Event posters
 - St. Pat's in Five Points festival t-shirts
- One (1) complimentary St. Pat's Parade entry
- Four (4) complimentary General Admission Tickets to St. Pat's in Five Points





SALUDA AVENUE EXPERIENCE SPONSOR



- Company logo listed on event promotion including:
 - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
 - St. Pat's, Saluda Avenue ticketing and Get to the Green websites with hyperlinks (3 sites total)
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - Saluda Avenue entry/exit gate and stage banners (FPA provided) and area banner (sponsor provided)
 - Get to the Green participant t-shirt
 - St. Pat's in Five Points festival t-shirts
- One (1) complimentary 10x10 booth space in the Saluda Avenue area with the opportunity to sell products, if desired (City of Columbia business license required)
- Three (3) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Eight (8) complimentary General Admission Tickets to St. Pat's in Five Points



NEW IN '22!

We have created the Saluda Avenue Experience for adults in their 30s, 40s, 50s and up to have a space with craft beer tastings, gourmet Irish food offerings, a dedicated stage of music curated especially for them – including local Columbia bands from the past forty years – as well as a nicer bathroom option.



VIP SUITE SPONSOR



- Company logo listed on event promotion including:
 - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
 - St. Pat's, St. Pat's VIP Suite and Get to the Green websites with hyperlinks (3 sites total)
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - VIP Suite Entry/Exit Banner
 - Get to the Green participant t-shirt
 - St. Pat's in Five Points festival t-shirts
- Opportunity to have an 8' table in the VIP Suite with the opportunity to sell products, if desired (City of Columbia business license required) and donate promotional items for the VIP swag bag
- Three (3) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Eight (8) complimentary General Admission Tickets to St. Pat's in Five Points



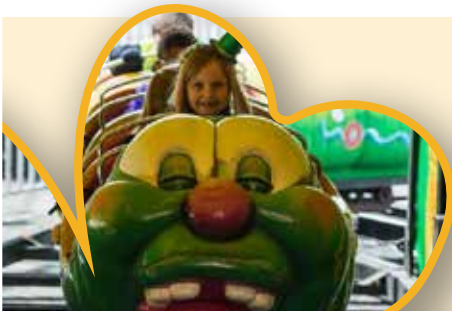
NEW IN '22!

Additional VIP Suites will be added this year to create one next to each stage area as well as throughout the festival! We wanted to be able to offer the ultimate VIP experience by allowing you to hear your fav live music, enjoy complimentary food and beverages and a nicer bathroom all from the comforts of a special VIP location!



POT O'GOLD PLAYLAND SPONSOR

- Company logo listed on event promotion including:
 - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
 - St. Pat's, St. Pat's Pot O'Gold Playland ticketing and Get to the Green websites with hyperlinks (3 sites total)
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - Pot O'Gold Playland entry/exit gate and stage banners (FPA provided) and area banner (sponsor provided)
 - Re-entry wristband
 - Get to the Green participant t-shirt
 - St. Pat's in Five Points festival t-shirts
- One (1) complimentary 10x10 booth space in the Pot O'Gold Playland with the opportunity to sell products, if desired (City of Columbia business license required)
- Three (3) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Eight (8) complimentary General Admission Tickets to St. Pat's in Five Points



DID YOU KNOW...

The Pot O'Gold Playland has its own stage featuring a magician, children's dance troupes and more fun activities for the whole family?



ST. PAT'S PARADE SPONSOR

- Company logo listed on event promotion including:
 - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
 - St. Pat's and Get to the Green websites with hyperlinks (2 sites total)
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - St. Pat's Parade 4x10 Walking Banner that kicks off parade (sponsor to provided walkers)
 - Get to the Green participant t-shirt
 - St. Pat's in Five Points festival t-shirts
- One (1) complimentary St. Pat's Parade entry including complimentary float and first spot in parade after Grand Marshal (sponsor-provided decorations)
- Opportunity for one (1) company representative to co-host the St. Pat's Parade Grandstand
- Three (3) complimentary Get to the Green registrations
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Eight (8) complimentary General Admission Tickets to St. Pat's in Five Points



DID YOU KNOW...

Our parade is called "The Musical Mile" and is one mile long for your viewing pleasure? It starts at Devine Street and Sims Avenue in Shandon, takes a right on Saluda Avenue in Five Points, a right on Greene Street and then a final left on Harden Street and ends at Pendleton Street. Our Grand Marshal kicks off the parade at 10am along with the Army Band from Fort Jackson!



SILENT DISCO SPONSOR

- Company logo listed on event promotion including:
 - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
 - St. Pat's and Get to the Green websites with hyperlinks (2 sites total)
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - Silent Disco tent entry/exit and stage banners
 - Get to the Green participant t-shirt
 - St. Pat's in Five Points festival t-shirts
 - Access to stage for approved stage announcements
- One (1) complimentary 10x10 booth space outside the tent entry area with the opportunity to sell products, if desired (City of Columbia business license required)
- Three (3) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Eight (8) complimentary General Admission Tickets to St. Pat's in Five Points

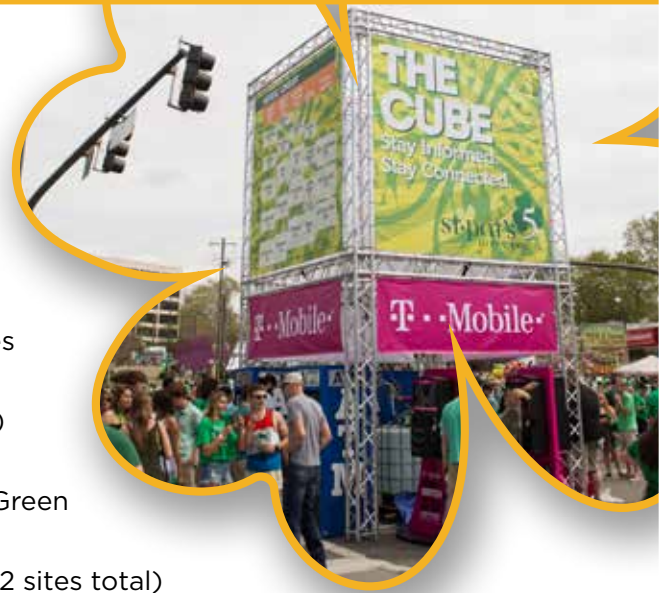


DID YOU KNOW...

Originated in 1997 by Parisian electronic artist, Erik Minkinen, a silent disco is an event where people dance to music broadcast through wireless headphones worn by participants? Those without the headphones hear no music, giving the effect of a room full of people dancing to nothing. St. Pat's in Five Points first offered a Silent Disco station in 2016 to replace "Shaggin' on Santee."



THE CUBE INFO HUB & CHARGING STATION SPONSOR



- Company logo listed on event promotion including:
 - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
 - St. Pat's and Get to the Green websites with hyperlinks (2 sites total)
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - The Cube Banner (scaffolding) x2 (FPA provided) and on tent below scaffolding x4 (sponsor provided)
 - Get to the Green participant t-shirt
 - St. Pat's in Five Points festival t-shirts
- Opportunity to have an 8' table in The Cube tent with the opportunity to sell products, if desired (City of Columbia business license required)
- Three (3) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Eight (8) complimentary General Admission Tickets to St. Pat's in Five Points



DID YOU KNOW...

The Cube first appeared in 2017 to be the festival information tent, a charging station for cell phones and a place to show the multi-stages' music schedules? The Cube is a large, square scaffolding structure centrally located in the festival at Devine and Harden Streets in front of Men's Wearhouse.



40TH ANNIVERSARY HISTORY WALL SPONSOR

- Company logo listed on event promotion including:
 - Five Points eblasts (35K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on St. Pat's FB event page
 - St. Pat's website with hyperlinks
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Event posters
 - 40th Anniversary History Wall "Presented by" graphic/sign
 - St. Pat's in Five Points festival t-shirts
- Two (2) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Four (4) complimentary General Admission Tickets to St. Pat's in Five Points



FOOD COURT SPONSOR

- Company name listed on event promotion including:
 - Five Points eblasts (35K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on St. Pat's FB event page
 - St. Pat's website with hyperlinks
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Event posters
 - Banner in Food Court entry/exit
 - St. Pat's in Five Points festival t-shirts
- Two (2) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Four (4) complimentary General Admission Tickets to St. Pat's in Five Points





THE WALL SPONSOR

- Company logo listed on event promotion including:
 - Five Points eblasts (35K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on St. Pat's FB event page
 - St. Pat's website with hyperlinks
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Event posters
 - St. Pat's in Five Points volunteer festival t-shirts
 - Banner located next to The Wall and on Polaroid photo cut-out
- Two (2) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Four (4) complimentary General Admission Tickets to St. Pat's in Five Points



DID YOU KNOW...

Grand Marshals have been an honor given to political, collegiate, military and Five Points dignitaries since 2004?

2019 - Harris Pastides (UofSC President)

2018, 2013 & 2012 - Col. Jack Van Loan (Festival Chair for 10+ years)

2017 - Fort Jackson (in honor of their centennial year in 2017)

2016 - SC Strong (in honor of first responders during the historic flooding in October 2015)

2015 - Five Points (in honor of their centennial year in 2015)

2011 - City of Columbia Mayor Steve Benjamin

2010 - USO Float (Honoring veterans from WWII to present day)

2008 - Duncan MacRae (Festival co-founder/co-owner of Yesterday's)

2006 - Coach Steve Spurrier (UofSC Head Football Coach)

2004 - The Honorable Joe Wilson (United States House of Representatives)

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VOLUNTEER SPONSOR

- Company logo listed on event promotion including:
 - Five Points eblasts (35K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO and St. Pat's FB event pages
 - St. Pat's website with hyperlinks
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - All volunteer communication via email or printed materials
 - Banner at volunteer check-in area (sponsor provided)
 - St. Pat's in Five Points volunteer shirt with front left chest logo and large logo on the back and festival t-shirt
- Opportunity to include promotional item in volunteer packets
- Two (2) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Six (6) complimentary General Admission Tickets to St. Pat's in Five Points



WRISTBAND SPONSOR

- Company logo listed on event promotion including:
 - Five Points eblasts (35K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on St. Pat's FB event page
 - St. Pat's website with hyperlinks
- Company logo listed on media buys including:
 - Print ads
- Company logo listed on marketing collateral including:
 - Event posters
 - St. Pat's in Five Points festival t-shirts
 - Company logo on 45,000 festival wristbands
- Two (2) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Four (4) complimentary General Admission Tickets to St. Pat's in Five Points





OFFICIAL KICK-OFF EVENT PRESENTING SPONSOR



- One (1) complimentary 10x10 booth space at the Official Kick-Off (OKO) to St. Pat's event with the opportunity to sell products, if desired (City of Columbia business license required)
- Opportunity to have company representatives dye the fountain green at the OKO event
- Company name mentions from stage during the OKO event
- Logo on step and repeat photo opportunity with our leprechaun mascot and your company mascot (if applicable)
- Company logo listed on all media buys promoting the OKO event
- Company logo listed on marketing collateral including:
 - Stage and Saluda's balcony banners during the OKO event
 - Event posters
 - St. Pat's in Five Points festival t-shirts
- Company logo listed on all event promotion including:
 - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
 - Five Points (54K+ followers) and St. Pat's (14K followers) social posts with tags
 - Company name listing on OKO and St. Pat's event pages
 - St. Pat's website with hyperlinks
- Company name mention and quote in all press releases for the OKO event
- On-air interview opportunities with the media
- Two (2) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Six (6) complimentary General Admission tickets to St. Pat's in Five Points

CUSTOM PACKAGES

Interested in sponsoring St. Pat's in Five Points at a level or opportunity different from the previous options? Let us help! We are happy to create a custom package tailored to your business. Contact Katy Renfro, Association Manager, via email at katy@fivepointscolumbia.com or call 803.748.7373 to discuss.



MARCH 19, 2022

SPONSORSHIP APPLICATION

To confirm your sponsorship, please email a completed copy of this application to info@fivepointscolumbia.com with a copy of **your logo** as **vector art** (.ai, .pdf, or .eps).

You will receive a receipt for tax purposes once payment is received.

Company/Organization Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ /w _____ /c

Email: _____

Day of Site Contact: _____ Cell: _____

SPONSORSHIP LEVEL:

___ Solid Craic Presenting Sponsor - \$50,000

___ Savage Sponsor - \$15,000

___ Leefs Sponsor - \$5,000

___ Saluda Avenue Experience Sponsor - \$7,500

___ Pot O'Gold Playland Sponsor - \$7,500

___ Silent Disco Sponsor - \$7,500

___ 40th Anniversary History Wall Sponsor - \$4,000

___ The Wall Sponsor - \$4,000

___ Wristband Sponsor - \$4,000

___ Custom Package

___ Jammy Sponsor - \$25,000

___ Deadly Sponsor - \$10,000

___ Wee Sponsor - \$2,500

___ VIP Suite Sponsor - \$7,500

___ St. Pat's Parade Sponsor - \$7,500

___ The Cube Sponsor - \$7,500

___ Food Court Sponsor - \$4,000

___ Volunteer Sponsor - \$5,000

___ OKO Event Presenting Sponsor - \$5,000

Items You Will Be Selling/Sampling/Giving Away (Booth Only):

Please make checks payable to the Five Points Association.

Mail Your Sponsorship to:

Five Points Association

532 Congaree Avenue | Columbia, SC 29205

Sponsorship benefits will not start until payment has been received.

CRAIC AGUS CEOL!
STPATSCOLUMBIA.COM



THANK YOU

for supporting the Five Points Association for 40 years!

We so appreciate your support in helping Five Points remain a thriving, vibrant, artistic, creative, eclectic and dynamic hospitality, entertainment and shopping district.

