



Durty St. Pat's Parade – Promotional Benefits

Hello from Durty Nellie's and Vicarious Multimedia!

We warmly invite all businesses/organizations to participate in the upcoming St. Paddy's festivities in downtown Palatine, Saturday, March 16th! This annual celebration of all things Irish includes **1) Traditional Irish Breakfast** (830-1030am at Durty Nellie's), **2) Parade** (steps off at 11am at Wood/Oak streets and heads west, and ends at Smith and Wood streets) and **3) After Party** at Durty Nellie's – noon- 2am!

The cost to participate in the parade for businesses is \$200 – and \$100 for nonprofits organizations. See promotional benefits below for all parade entries:

- **Parade Video:** The Parade is attended by thousands and will be videotaped/shared on multiple media channels—reaching more than 100,000 individuals through the Village's public TV station/social media channels—as well as in Vicarious Multimedia & Durty Nellie's Enewsletters, YouTube, Facebook, Instagram, X and LinkedIn pages.
- **Individual Parade Entry Announcement:** Parade announcers will recognize every entry by name/read their unique narrative-created through the [entry form](#).
- **Facebook Shout Out:** Each Parade entry will receive a "thank you" on Durty Nellie's & Vicarious Multimedia's Facebook pages (47,000 followers) for participating.
- **Website Listing:** All Parade Entries will be listed (by name) at DurtyStPats.com.

Upgrade to a **Shamrock Sponsor for \$350** and receive all the above, **and** a dedicated shout out (with logo, sentence descriptor and link to your website) in Vicarious Multimedia and Durty Nellie's Nellie's Enewsletters (combined 60,000 followers/subscribers).

For questions, reach out to Melanie | **224-633-3120** | melanie@vicariousmm.com.

Thank you!

Durty St. Pat's Parade Team



Visit DurtyStPats.com to register for the parade/to become a sponsor!