



SPONSOR BENEFITS

SHAMROCK

SPONSORSHIP PACKET

SATURDAY, MARCH 17, 2018



ANNUAL SAINT PATRICK'S DAY FESTIVAL IN THE HEART OF SAN DIEGO'S HISTORIC GASLAMP QUARTER



SAN DIEGO'S LARGEST ST. PATRICK'S DAY FESTIVAL

WHAT IS SHAMROCK?

San Diego's biggest Saint Patrick's Day bash!

Downtown Gears Up for a Legendary 24th Annual shamROCK!

San Diego shamROCK is back and celebrating its 24th year as San Diego's biggest Saint Patrick's Day bash Saturday, March 17th, 2018 from 6:00 pm to Midnight. Over 15,000 attendees from across the U.S. flock to the Gaslamp Quarter and East Village each year to partake in a celebration so grand that it will leave you wondering what side of the pond you're on. Over 50,000 square feet of astroturf will be rolled out to set the scene for a block party that boasts three stages, non-stop music, and of course – plenty of green Bud Light beer and Tullamore Dew Whiskey libations.

Whether you are looking for Irish rock or bass heavy beats, shamROCK's diverse lineup is guaranteed to make you shake your clovers with nationally recognized Irish rock and Celtic bands and top DJs across three stages. Top it off with the hottest traditional Irish steppers and you have a recipe for the perfect Saint Patrick's Day celebration!

WEBSITE

Over 65,000 visitors
Over 105,000 page views

EBLASTS

Over 30,000 subscribers

SOCIAL MEDIA

Over 22,000 likes on Facebook
Over 4,200 followers on Instagram



This event benefits The Gaslamp Quarter Historical Foundation which promotes, protects, and preserves the Gaslamp Quarter through advocacy, community relations, and promotional programs.
For more ticket or event information, visit: SanDiegoShamrock.com or call McFarlane Promotions, Inc. at 619.233.5008.
One of the largest Block Parties produced by McFarlane Promotions, Inc.

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WHO DOES SHAMROCK BENEFIT?

This event benefits The Gaslamp Quarter Historical Foundation which promote, protect, and preserve the Gaslamp Quarter through advocacy, community relations, and promotional programs.



The Gaslamp Quarter Historical Foundation (the Foundation) is the “curator” of the Gaslamp Quarter – a 16 1/2 block area listed on the National Register of Historic Places. Through exhibits, tours, festivals and educational programs for children and adults, the Foundation opens a window to the past by depicting the historical development of downtown San Diego.

The Foundation operates the oldest standing residence in the Gaslamp Quarter, the William Heath Davis House Museum, a repository of artifacts, photos and archives that we seek to preserve for residents and visitors from throughout the world.

Formed in 1981, the Foundation is a not-for-profit California corporation recognized by the IRS as a 501(c)(3) tax-exempt organization. Contributions to it are tax-deductible as allowable by law.

The Foundation is governed by a volunteer Board of Directors that shares an appreciation of the historical significance of the district and brings enthusiasm and commitment in carrying out the Foundation's mission. The Board sets policy and oversees the operations of both the Foundation and the house museum. There are two full-time staff members, an Executive Director and an Operations Manager, and a part-time Administrator/Curator. In addition, there are numerous volunteers who are the life-blood of the Foundation.

The Gaslamp Quarter Historical Foundation is the only organization in existence which provides San Diego residents and visitors with the tools, resources and means to learn about and enjoy the vast history of one of the finest historic districts in the United States.





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WHAT ARE THE NUMBERS?

ANNUAL ATTENDANCE:

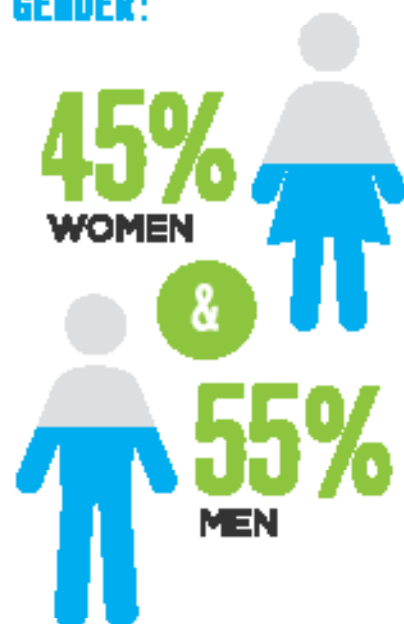
12,000 - 18,000

AVERAGE AGE:

21 - 45 YEARS OLD

-- 8 • 9 • 21 • 21 • 22 • 23 • 24 • 25 • 26 • 27 • 28 • 29 • 30 • 31 • 32 • 33 • 34 • 35 • 36 • 37 • 38 • 39 • 40 • 41 • 42 • 43 • 44 • 45 • 46 • 47 • 48 --

GENDER:



TICKET SALES:

30% OF TICKETS FROM OUTSIDE OF CALIFORNIA (48 STATES & CANADA)
MORE THAN 50,000 WEBSITE SESSIONS FROM USERS OUTSIDE OF CALIFORNIA





SAN DIEGO'S LARGEST ST. PATRICK'S DAY FESTIVAL

Standard Benefits for all Sponsors

All sponsors will receive amazing exposure through the following benefits:

Key Opportunities

- Designate your company as a sponsor of ShamROCK 2018
- Opportunity to market your company for 15,000 engaged consumers 21+
- Ability to shape consumer attitudes by educating, entertaining and engaging a captive audience
- Brand exposure through experiential activations that deliver relevance and value to the consumer
- Creative marketing through digital platforms and experiential activations
- Potential for an on-going mutually beneficial relationship and partnership with Gaslamp Quarter Historical Foundation and McFarlane Promotions, Inc.
- First right of refusal to sponsor ShamROCK 2019

Pre-Event Exposure

- Company name/logo in promotional material including press releases, calendar notices, media alerts, eblasts, social media and all press kits
- Company name/logo in promotional newspaper/magazine mentions including; San Diego Reader, Downtown News, San Diego Union Tribune, Pacific Magazine, City Beat & more.
- Company name/logo to be listed on print collateral materials including, but not limited to the following: Flyers 20,000, Posters 200, Online Event Program 7,000
- The opportunity to have your product highlighted at the pre-event radio promotions at a Gaslamp Quarter venue
- Brand logo inclusion and sponsor recognition on the "Thank You To Our Sponsor Page" of the official online event program.
- Opportunity to have a banner ad on the event website

On-Site Exposure

- Company's product or name to be highlighted at the event
- Company name and logo featured on event signage
- Company name mentioned on stage at event

PACKAGES

So, where do we go from here?

Contact jenna@mcfarlanepromotions.com to schedule a time to discuss the endless opportunities!

Creating a Partnership

- All sponsors are asked to promote the event through tools available to company, including but not limited to social media, eblasts, website, etc
- Sponsor exposure level will vary based on level of commitment.

\$30,000 - TITLE SPONSOR

- Marketing exclusivity in sponsor category
- Company name/logo incorporated into the event logo and event name when listed
- Mega box advertisement in the official online event program
- Inclusion in on-air radio promotions with 760AM, 94.9, Channel 93.3, 100.7, Energy, Jamn, KGB, Max FM, Mighty 1090, Pulsar, Radio Latina, Rock, Star and z90
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 10 social media posts across 2 platforms (Sponsor accounts to be tagged) (SDBlockParties has over 22,000 followers on Facebook and over 4,300 follower on Instagram)
- Company name and logo will receive prominent signage placements throughout the event venue, depicting the name of your company as well as logo (signs to be provided and hung by sponsor in mutually agreed upon areas.)
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Experiential Area: Company will have a designated area in a mutually agreed upon location in the event site area that will be a designated "Experience Zone". The location of the experience zone will be agreed upon by both parties each year pending event layout. Any additional expenditures caused by the creation of the Company's Experiential Area will be paid by Company.
- Company logo featured on the LED screen on the stage closest to activation area
- Opportunity to host clients at the event with (30) General Admission and (30) VIP tickets

\$15,000 - PRESENTING SPONSOR

- Company name/logo incorporated into the event logo and event name when listed
- Large box advertisement in the official online event program
- Inclusion in on-air radio promotions with 760AM, 94.9, Channel 93.3, 100.7, Energy, Jamn, KGB, Max FM, Mighty 1090, Pulsar, Radio Latina, Rock, Star and z90
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 4 social media posts across 2 platforms (Sponsor accounts to be tagged) (SDBlockParties has over 22,000 followers on Facebook and over 4,300 follower on Instagram)
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Company logo featured on the LED screen on a stage
- Opportunity to host clients at the event with (20) General Admission and (20) VIP tickets
- Space for a 10x20 brand activation at the event

\$10,000 - PUB STAGE SPONSOR

- Company name/logo included wherever the Pub Stage is mentioned including website, releases, program, ads, etc.
- Official sponsor of an event stage
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged) (SDBlockParties has over 22,000 followers on Facebook and over 4,300 follower on Instagram)
- Logo featured on Pub Stage banners
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Company logo featured on the LED screen on Pub Stage
- Opportunity to host clients at the event with (10) General Admission and (10) VIP tickets
- Space for a 10x20 brand activation at the event



SAN DIEGO'S LARGEST ST. PATRICK'S DAY FESTIVAL

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PACKAGES CONT.

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\$10,000 - CLOVER STAGE SPONSOR

- Company name/logo included wherever the Pub Stage is mentioned including website, releases, program, ads, etc.
- Official sponsor of an event stage
- Opportunity to highlight product in television segments promoting the event
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 3 platforms (Sponsor accounts to be tagged) (SDBlockParties has over 22,000 followers on Facebook and over 4,300 follower on Instagram)
- Logo featured on Pub Stage banners
- Opportunity to distribute a branded take-away item so attendees will leave the event with a reminder of the brand
- Company logo featured on the LED screen on Pub Stage
- Opportunity to host clients at the event with (10) General Admission and (10) VIP tickets
- Space for a 10x20 brand activation at the event

\$7,500 - LUCKY LEPRECHAUN VIP SPONSOR

- Company name/logo included wherever the VIP is mentioned including website, releases, program, ads, etc.
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 2 platforms (Sponsor accounts to be tagged) (SDBlockParties has over 22,000 followers on Facebook and over 4,300 follower on Instagram)
- Logo included on VIP entrance/exit signage
- Logo included on VIP credential
- Opportunity to host clients at the event with (12) VIP tickets
- Opportunity to provide branded wristbands for VIP guests
- Opportunity to provide branded lanyards for VIP credential
- Space for a 10x20 brand activation at the event

\$5,000 - FOOD COURT SPONSOR

- Company name/logo included wherever the Food Court is mentioned including website, releases, program, ads, etc.
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 2 platforms (Sponsor accounts to be tagged) (SDBlockParties has over 22,000 followers on Facebook and over 4,300 follower on Instagram)
- Logo included on Food Court entrance/exit signage
- Opportunity to host clients at the event with (6) General Admission and (6) VIP tickets
- Space for a 10x10 brand activation at the event

\$5,000 - CLOVER CREW SPONSOR

- Company name/logo included wherever the Clover Crew is mentioned including website, releases, program, ads, etc.
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 2 social media posts across 2 platforms (Sponsor accounts to be tagged) (SDBlockParties has over 22,000 followers on Facebook and over 4,300 follower on Instagram)
- Logo included on Clover Crew check-in signage
- Logo included on Clover Crew credential
- Logo included on the Clover Crew hat
- Opportunity to host clients at the event with (6) General Admission and (6) VIP tickets
- Space for a 10x10 brand activation at the event
- Opportunity to provide branded wristbands for Clover Crew guests
- Opportunity to provide branded lanyards for Clover Crew credential

\$2,500 - COMMUNITY SPONSOR

- Company name/logo included as a sponsor on the website
- Opportunity to have a banner ad in an e-blast to over 22,000 recipients promoting the event.
- A minimum of 1 social media posts across 2 platforms (Sponsor accounts to be tagged) (SDBlockParties has over 22,000 followers on Facebook and over 4,300 follower on Instagram)
- Opportunity to host clients at the event with (6) General Admission
- Space for a 10x10 brand activation at the event



SAN DIEGO'S LARGEST ST. PATRICK'S DAY FESTIVAL

SPONSOR REGISTRATION

- ☐ \$30,000 - TITLE SPONSOR
- ☐ \$15,000 - PRESENTING SPONSOR
- ☐ \$10,000 - PUB STAGE SPONSOR
- ☐ \$10,000 - CLOVER STAGE SPONSOR
- ☐ \$7,500 - LUCKY LEPRECHAUN VIP SPONSOR
- ☐ \$5,000 - FOOD COURT SPONSOR
- ☐ \$5,000 - CLOVER CREW SPONSOR
- ☐ \$2,500 - COMMUNITY SPONSOR

All terms and conditions accepted by the Sponsor:

Signature: _____ Date: _____

Please print name: _____

Company name: _____ Title: _____

Phone: _____ Fax: _____

Address: _____

City, State & Zip: _____

Email: _____

Twitter: _____

Instagram: _____

Facebook: _____

McFarlane Promotions: _____ Date: _____ Title: Event Coordinator

McFarlane Promotions • 656 Fifth Avenue, Suite B. San Diego, CA 92101 • 619.233.5008

