

ST. PATRICK'S DAY CELEBRATION



2024

Thursday, March 14

Friday, March 15

Saturday, March 16

Greening of the Canal

St. Patrick's Day Parade

Shamrock Run/Walk



IndyStPats.com



Athletic Club Foundation Executive Summary

Purpose

- Established in 1982 within the Indianapolis Athletic Club (IAC), the Athletic Club Foundation (IACF) was founded as a 501(c)3 to host events and grant net proceeds to nonprofits.
- The IAC began celebrating St. Patrick's Celebration events in 1978 and started the Parade in 1981.

Mission

The Athletic Club Foundation is an all-volunteer non-profit that supports youth by investing in amateur athletic programs in Indiana.

- All volunteer board, therefore all monies are dedicated to grantees.
- In addition to the St. Patrick's Celebration Events, the IACF also hosts the Old Oaken Bucket Luncheon.

Grants

Every year, the IACF proudly grants the net proceeds of the events to youth sports programs in central Indiana.

Here are some of the grantees:

- Mother Theodore Catholic Academies (MTCA Notre Dame ACE Academies)
- Indiana Sheriff's Youth Ranch
- Indianapolis Police Athletic League (PAL)
- Lift Up Tumbling
- Tab Recreation
- USA Football programs in central Indiana
- Wolkoff Foundation
- Happy Hollow Children's Camp
- Special Olympics Indiana
- Miracle Place
- Purdue University
- Indiana University

And many more

The Importance of Sponsors of our Events

Without sponsors for these events, we would not be able to cover the increasing costs of these great community events nor would we have enough money to grant out to urban youth athletic programs in need.

IACF Board of Directors

Bob Welch, *President*
Matt Robinson, *Secretary*
Pete Forsee, *Treasurer*

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Carl Daniels
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Mark Klein
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St. Patrick's Day Celebration Events

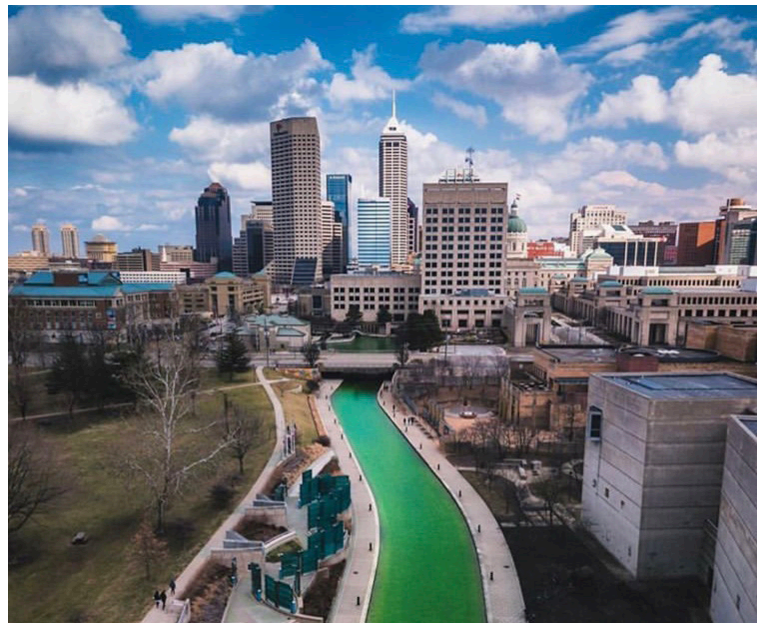
28th Greening of the Canal

- Thursday, March 14, 2024 at 5PM-6PM
- Kickoff to the weekend festivities and promote all St. Patrick events
- Approximately 1,000 or more attendees
- Live streamed to the web and social media
- Strong media coverage every year
- Performances by bands, Irish dancers and bagpipes
- Introduction of Mayor and Governor (if available)
- Introduction of Irish Citizen of the Year
- Greening is significant to Irish Heritage in Indianapolis because many Irish immigrants worked to build the original canal in the 1800's
- Family-friendly and free and open to the public
- Food trucks
- Beer Garden for sponsors and foundation members



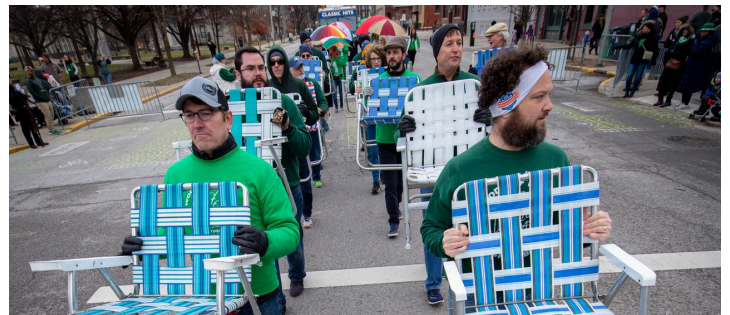
31st Shamrock Run/Walk

- Saturday, March 16, 2024 at 12PM
- Running from the IFD Fireman's Memorial on Mass Ave. to Irish Hill and back
- One of the oldest and longest running run/walks in Indianapolis
- Weather permitting, usually between 1,200 and 3,000 runners and walkers
- Run through traditional communities and neighborhoods
- Run/Walk Party Tent at the IFD Memorial from 12PM-3PM is free and open to the public, with live music and has food trucks and a beer truck that supports the IFD and Emerald Society.
- A new 1-mile Parade Route Run will kick-off the parade this year



42nd St. Patrick's Day Parade

- Friday, March 15, 2024 from 11:30AM-1PM
- Free, open to the public and family-friendly
- More than 3,000 marchers
- More than 50,000 people work within a mile radius of the parade route and weather permitting the Parade gets more than 20,000 spectators
- Floats, marching bands, bagpipes, balloons, dignitaries, community organizations, local corporate partners, grade schools and high schools all participate in the parade with about 100 units
- It has become an Indianapolis tradition
- Covered overwhelmingly by most media outlets
- Also have the North Street Parade Tent with live music, food trucks, and a beer truck open from 9AM-3PM





Our History

Event Mission

- To celebrate our City and its Irish heritage.
- To have fun.
- Raise money to grant all net proceeds for the benefit of urban youth athletic programs in need. (In the past annual grants have typically totaled \$15,000-\$25,000 but in 2022 we granted out more than \$40,000).

The St. Patrick's Day Celebration is hosted by the Athletic Club Foundation (IACF). A 501c3 founded in 1983.

Short History of St. Patrick's Day Events in Indianapolis

Late 1800s - early 1900s - The Parade was a mainstay in downtown Indianapolis, organized by the local chapter of the Ancient Order of Hibernians, but by the middle of the 1900s the Parade was for the most part discontinued.

1920 - Indianapolis Athletic Club (IAC) is founded.

1978 - The IAC began hosting St. Patrick events at the Club.

1981 - The IAC re-started the downtown Parade for the first time in decades.

1984 - The IACF is formed as a non-profit to work with the IAC to host the Parade and allocate proceeds to worthy causes.

1992 - The Shamrock Run Walk runs through downtown Indianapolis for the first time. The Run Walk has been held on the IUPUI campus as well as on Monument Circle with a run to Fountain Square and back (Fountain Square is the area that was known as "Irish Hill" in the late 1800s and early 1900s).

1997 - The first Greening of the Canal on the newly established downtown Canal (note the original downtown canal was constructed with many Irish immigrants).

2004 - The IAC closes its doors and the IACF carries the torch for the events as a stand-alone host/organizer.



42nd Annual St. Patrick's Day Parade

The Parade is Indy's most high profile St. Pat's event held downtown on a weekday with over 50,000 people working within a mile radius and an average of 20,000 people along the parade route. Over 3,000 people march in the Parade made up of 90+ units, which include marching bands, floats, balloons, and many schools. The Parade also features a tent party on North St. with food, beer & live entertainment. This year there will be a new 1-mile Parade Route Run to kick-off the Parade.

The Parade is a family tradition in Indianapolis spanning four decades. It is also one of Indy's few civic sponsored events (with great support from indy's men and women of the Fire and Police and Sherriff departments, as well as schools and the City of Indianapolis). The Parade and Tent Party are free and open to the public.

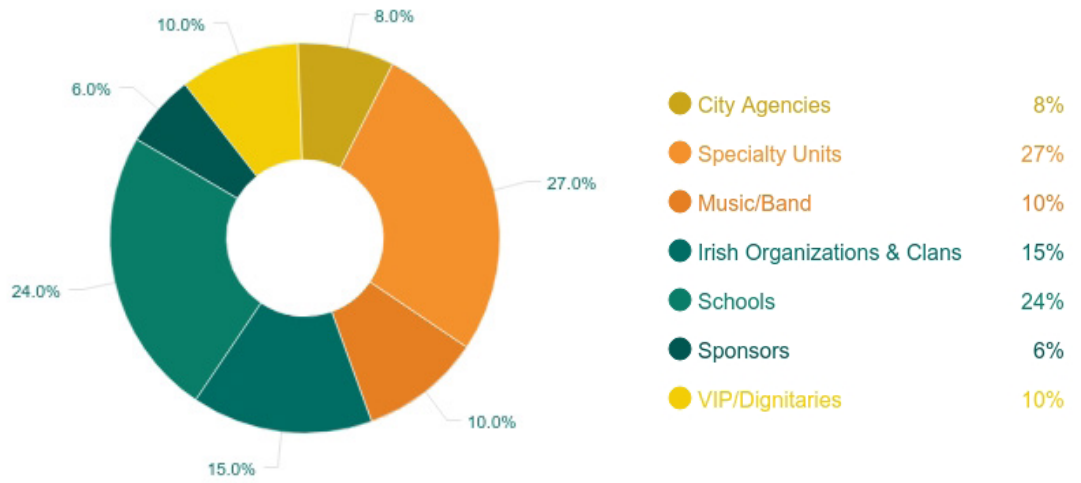


Parade Statistics

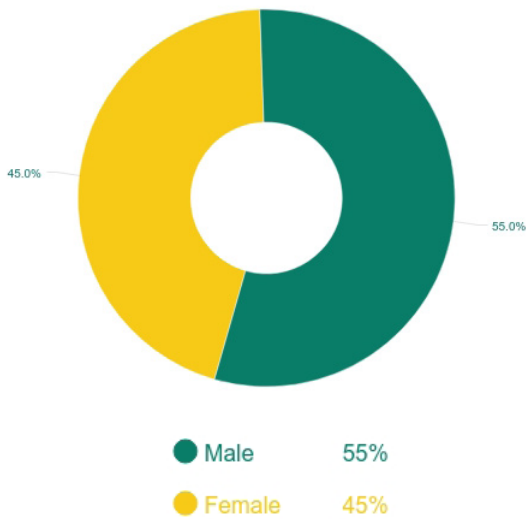
Parade Route



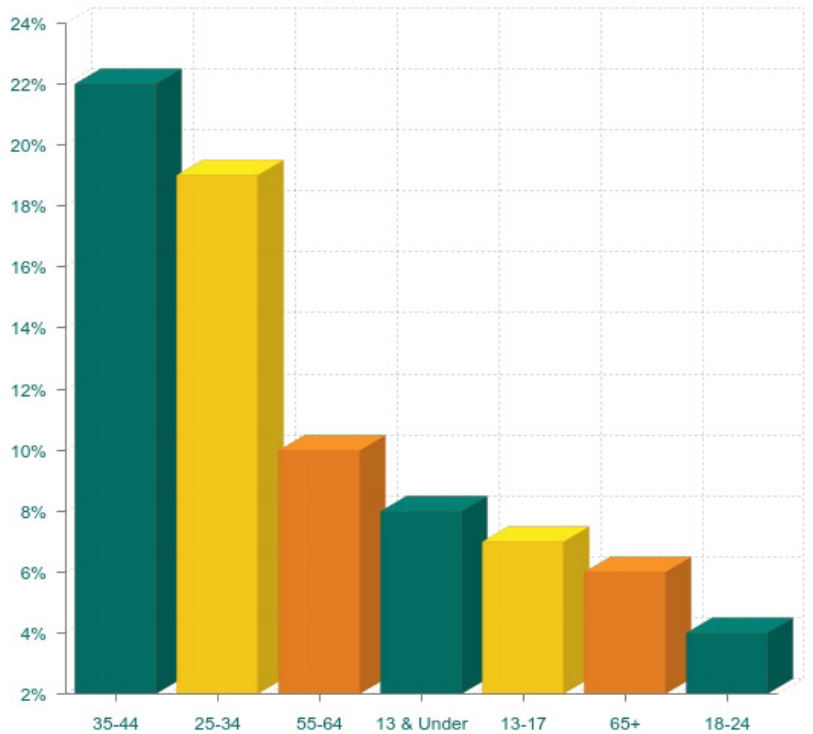
Parade Demographic



Parade Units



Parade Age Demographic



Saturday, March 16, 2024

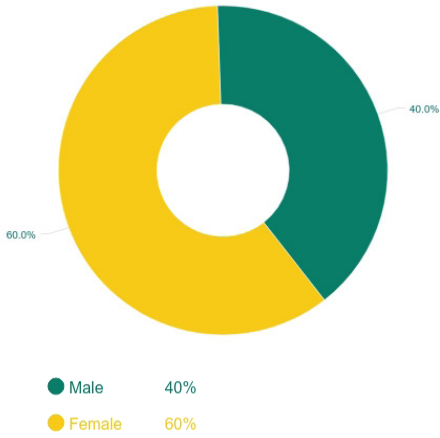
31st Annual Shamrock Run & Walk

The Shamrock Run & Walk is an Indianapolis tradition that started in 1992. Adults and children of all ages participate in the event and will choose between a 4 mile run and 4 mile walk that goes through downtown neighborhoods including Irish Hill just off Foundation Square. We partner with the Indianapolis Fire Fighters Emerald Society for a St. Patrick's Day Celebration on Mass Avenue. The event features a pre and post run celebration with live entertainment, food and beer garden which is open to the public. The Run & Walk has averaged over 1,300 participants the past five years, and the social event brings another 1,000 participants. This year there will be a new 1-mile Parade Route Run to kick-off the Parade.

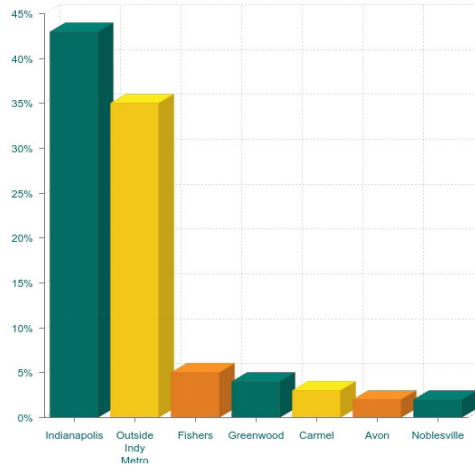


Run & Walk Statistics

Run/Walk Gender



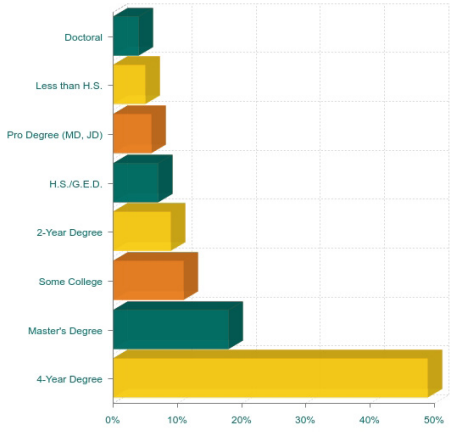
Run/Walk Geographic Breakdown



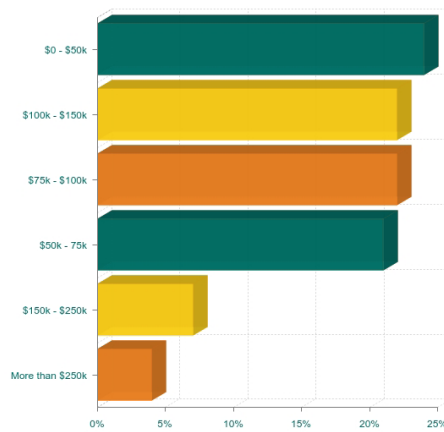
Run/Walk Route



Run/Walk Education



Run/Walk Income



Run/Walk Lifestyle



28th Annual Greening of the Canal

The Downtown Canal Greening has grown over the years. The event started out primarily as a media event promoting the Parade and Run Walk. It has recently expanded to a spectator event with food, live entertainment & prizes. Special guests have included the Mayor of Indianapolis and Governor of Indiana.

Most of the major local networks cover the event including FOX 59, CBS4, WISH-TV, WRTV and WTHR. Media is invited and encouraged to attend.

Ten (10) gallons of environmentally safe food coloring is used to green the canal.

The event is free and open to the public and for the last few years has drawn over 1,000 people.

