



OFFICIAL INDY *St. Patrick's* CELEBRATION

2020

Thursday, March 12

Friday, March 13

Saturday, March 14

Greening of the Canal

St. Patrick's Day Parade

Shamrock Run/Walk



IndyStPats.com



Athletic Club Foundation Executive Summary

Purpose

- Borne out of the Indianapolis Athletic Club as a 501c3 to host events and grant net proceeds to local 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.

IACF Board of Directors

Bob Welch, President
Kevin Murray, Secretary
Pete Forsee, Treasurer
Dan Thompson
Nancy Lorenzano
Matt Robinson
Kevin Flynn
Jack Moriarty

Chris Thomas
Mike Kiefer
Mike Kennedy
Joe Cripe
Mark Klein
Carl Daniels
Leah Namias

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)
- Miracle Place
- Tab Recreation
- USA Football programs in central Indiana
- PlayBall Indiana
- Happy Hollow Children's Camp
- Special Olympics Indiana
- Kids TRI for Kids
- 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 the events nor would we have enough money to grant out to urban youth athletic programs in need.





Our History

Event Mission

- To celebrate our City and its Irish heritage.
- To have fun.
- To raise money to grant all net proceeds to urban youth athletic programs in need. *(In the past we have usually granted out between \$15,000-\$25,000 per annum).*

The St. Patrick's Day Celebration is hosted by the Athletic Club Foundation (IACF). A 501c3 founded in 1984.

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.



40th 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.

The Parade is a family tradition in Indianapolis spanning four decades. It is also one of Indy's few civic sponsored events. The Parade and Tent Party are free and open to the public.

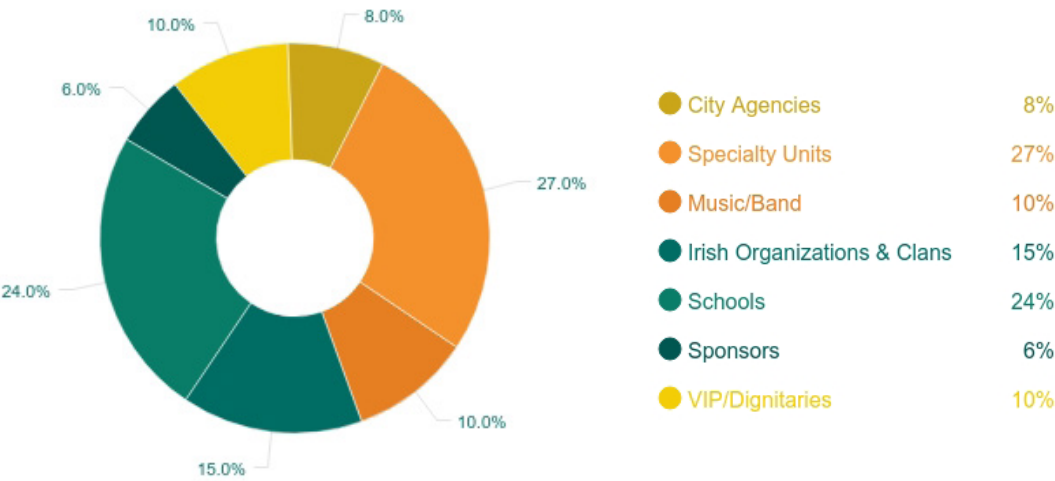


Parade Statistics

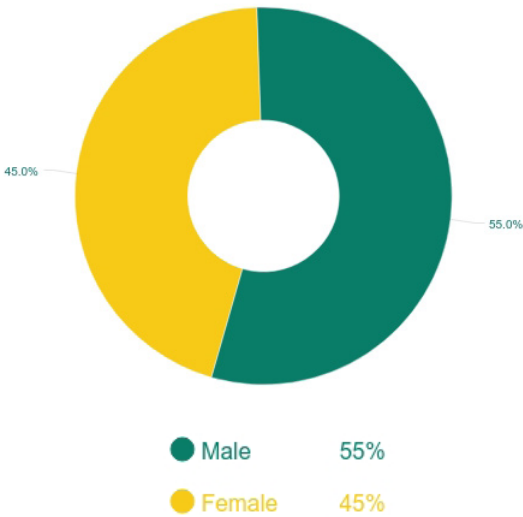
Parade Route



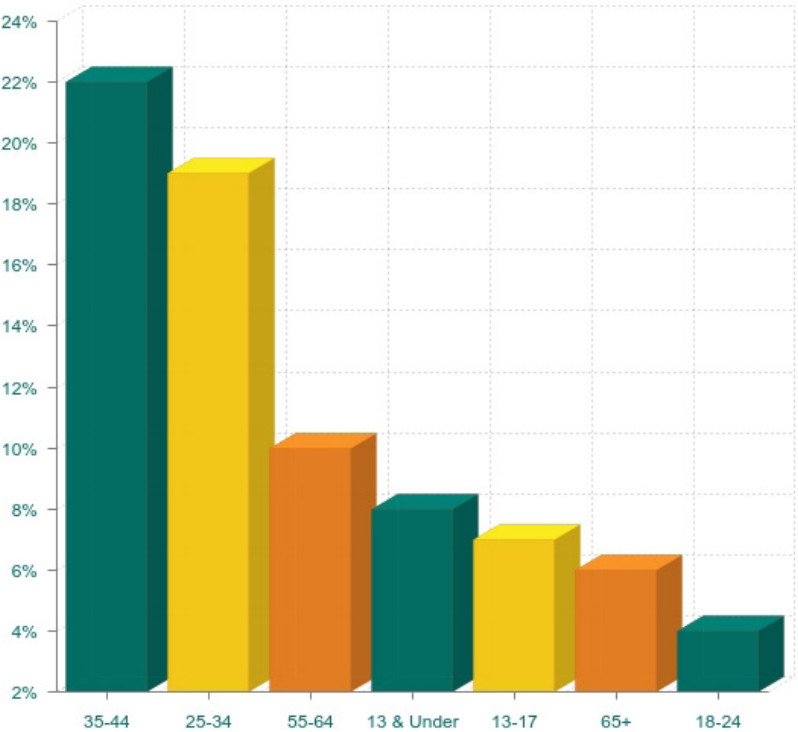
Parade Demographic



Parade Units



Parade Age Demographic



Saturday, March 14, 2020

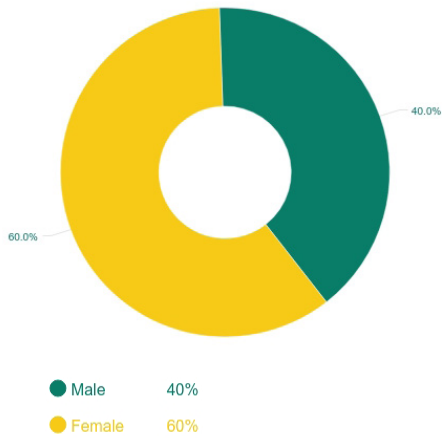
29th Annual Shamrock Run & Walk

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 2,000 participants the past five years, and the social event brings another 2,000 participants.

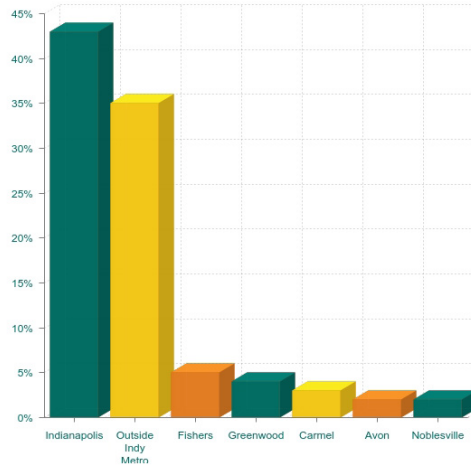


Run & Walk Statistics

Run/Walk Gender



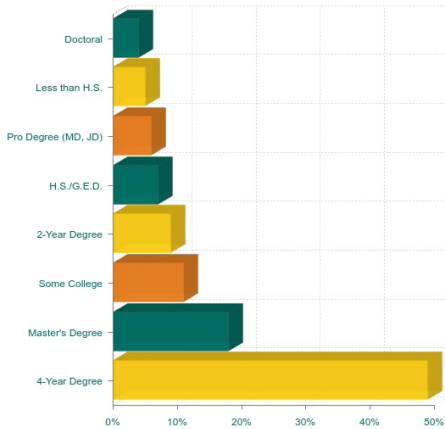
Run/Walk Geographic Breakdown



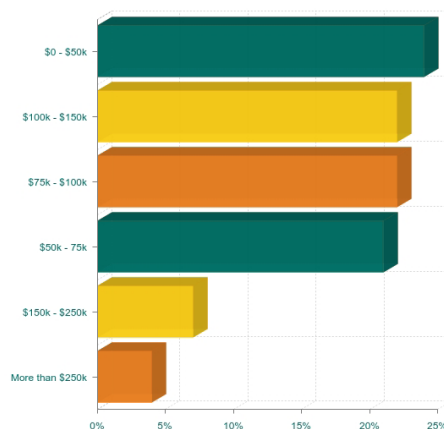
Run/Walk Route



Run/Walk Education



Run/Walk Income



Run/Walk Lifestyle



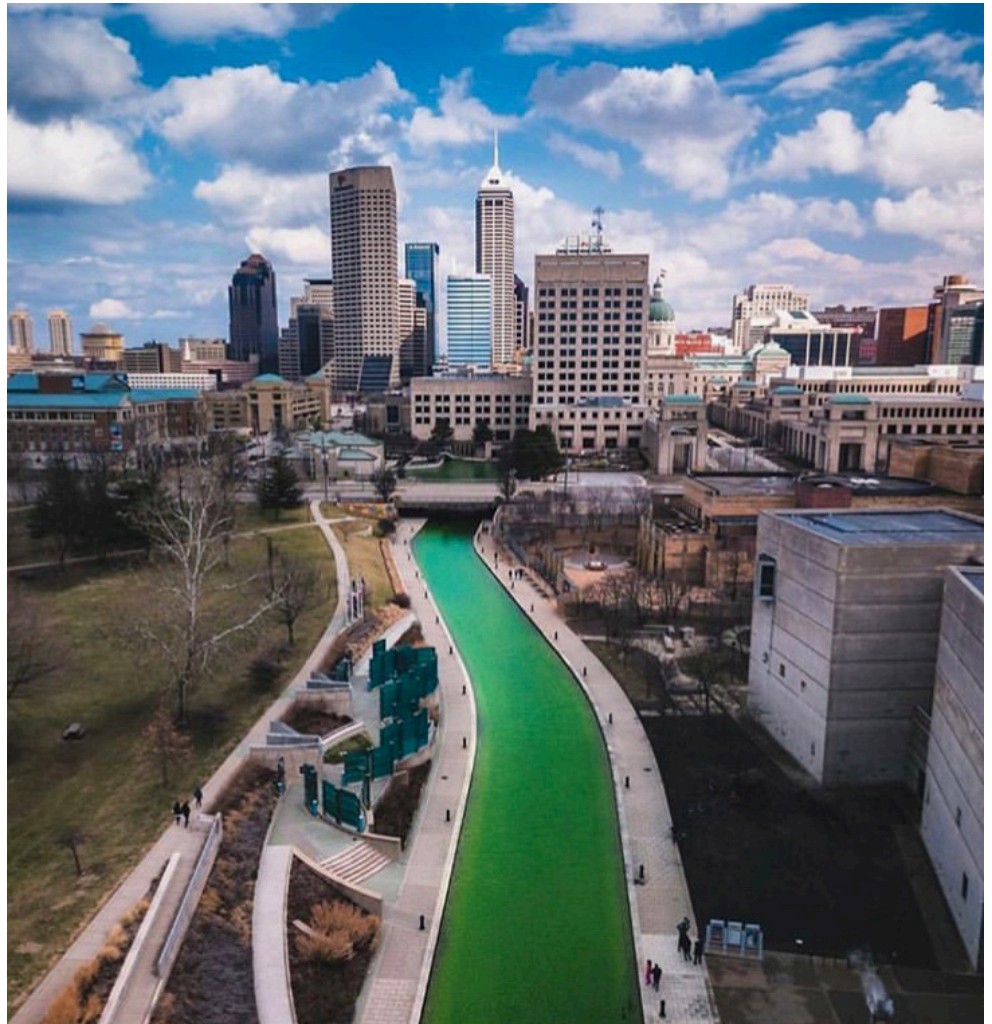
24th Annual Greening of the Canal

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.





Sponsorships

Sponsor Benefits

- The Parade is one of the top community events and the official St. Patrick's Day Parade of the City of Indianapolis. The Parade is going on its 38th year and is full of tradition with a loyal fan base.
- Proceeds benefit amateur sports in central IN.
- Large reach & coverage of the downtown market.
- The event has consistently attracted local media coverage.
- Low sponsor clutter.
- Team building event to involve employees & customers.
- On-site activation so you can engage with attendees.
- Category exclusivity.
- Family oriented, Indy tradition, health/wellness (Run/Walk)

Float Sponsor

- Receive a 20ft Parade themed float with dual signage. Holds eight (8) people standing. Many more can walk alongside.
- Rights to distribute promotional item along the Parade route.
- Social media mentions as an official sponsor of the Parade on the Facebook, Twitter & Instagram pages @Indystpats.
- Inclusion on event print advertising, Parade e-mail newsletters and on the official website with link to company website (Indystpats.com).

\$5,000

(vehicle, delivery & driver for float)

\$4,500

(excludes vehicle, delivery & driver)

Balloon Sponsor

- Walk with a St. Pat's themed helium balloon.
- 3' x 8' banner with you logo carried by employees.
- Rights to distribute promotional item along the Parade route.
- Official sponsor of the St. Patrick's Day Parade.
- Social media mentions as an official sponsor of the Parade on the Facebook, Twitter & Instagram pages @Indystpats.
- Inclusion on event print advertising, Parade e-mail newsletters and on the official website with link to company website (Indystpats.com).

\$3,500 – \$5,000

*depending upon
balloon size.*

Official Product/Service Sponsor

- Official sponsor of the St. Patrick's Day Parade.
- Rights to display on-site.
- Logo inclusion in posters, fliers, print media & website.
- Digital media inclusion: Social media mentions (FB, Twitter, Instagram), e-mail newsletters.
- Rights to distribute promotional item along Parade route. includes opportunities to sponsor the following:
 - Shamrock Run Walk Celebration Stage
 - Medical Service Provider/Rest & Recovery Area
 - Run Walk Packet Pick-up
 - Media Sponsor

\$1,000

Parade

\$1,000

Shamrock Run Walk

**15%
DISCOUNT**

for both events



Title Sponsor of the Canal Greening – SOLD OUT

Parade Title Sponsor – SOLD OUT

Tent Party Title Sponsor – SOLD OUT

Tent Party Stage Sponsor – SOLD OUT

Tent Party Beer Sponsor – SOLD OUT

Friend of St. Pat's

- Tax deductible gift.
- Recognition on IndyStPats.com.
- Discount code to use for Run/Walk registration.
- Beer tickets the Parade Block Party & Run Walk celebration.
- Official St. Pat's souvenir t-shirt.

\$500

for Corporate

\$100

for Individual

Title Sponsor for the Shamrock Run Walk

- Official Race of the St. Patrick's Day Parade.
- Name-in-Title: 27th Annual "Your Name" Shamrock Run Walk.
- Logo & name inclusion on TV commercial promoting the race.
- Parade unit entry & promotional rights on Parade route.
- Exhibit space at the Parade and on-site at the Run Walk.
- Stage signage rights: Pre & post race celebration .
- Logo inclusion on race bibs, promotional items, print advertising, and participant race t-shirt.
- Twenty (20) entries for the Run Walk to use for promotions/staff promoting health and wellness.
- Category exclusivity.
- Digital media inclusion: Social media mentions, e-mail newsletter to participant database of 10,000.

\$6,000

