

ST. PATRICK'S DAY CELEBRATION



Official St. Patrick's Day Celebration



- ❖ St. Patrick's Day Celebration events began in 1978 at the Indianapolis Athletic Club (IAC), with the Parade starting in 1981
- ❖ In 1983, the IAC formed a 501c3 non-profit to help organize the St Patrick's events, which is now the Athletic Club Foundation (IACF), managed by an all-volunteer board
- ❖ In the 1990s, the City of Indianapolis made all of the IACF-organized St. Patrick's Day events as official Indianapolis civic-sponsored events
- ❖ After the IAC closed in 2004, the IACF continued the traditions
- ❖ Proceeds from all events benefit central Indiana area youth athletic programs for kids in need
- ❖ The Indianapolis Fire Department has a deep history with this event and IAC due to their large Irish membership and the tragic IAC fire which took the lives of two firefighters in 1992.



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Why Should You Support These Events?

- Please refer to more details on the attached one-page Sponsor Impact Sheet, but in summary, these are the primary reasons to consider supporting these St. Patrick's Day Events:
 - **Sustaining Tradition**
 - The modern-day Parade began in 1981, after St. Patrick's Parades were discontinued in the 1920s
 - These events and the IACF are the lasting legacy of the IAC (founded in 1920 and closed in 2004)
 - These events have for more than 40 years brought the community together for family fun and memories - celebrating heritage, family and community
 - **Community Support**
 - Participants in the Parade include schools from all over the city, IFD, Emerald Society, IMPD, Sheriff, local dignitaries, corporate partners, non-profits, grantees, and the annual Irish Citizen of the Year
 - **Business Return on Investment**
 - Invest in your employees and company culture – allow them the opportunity to enjoy the day with their co-workers and families and march in the Parade
 - It is a great way to come together for a Friday in March and do something that benefits the community in many ways
 - Promote your company and brand through advertising and promotional benefits of all the events, including media, social media, signage in the Parade, and other positive exposure
 - **Enriching Indianapolis Culture**
 - The events bring people from “all walks” together which helps to make us a better community
 - All net proceeds of the events are granted to youth sports programs in need that help to build our community with stronger leaders for the future

Media and Other Outreach from the Events



- ✿ **Indy MSA has more than 2,100,000 population** (2020 census)
- ✿ **More than 200,000 people live or work within a mile of the events**
- ✿ **Email distribution of more than 8,000**
- ✿ **Social Media Twitter/X/Facebook/Instagram direct followers of >6,000**
- ✿ **Large website traffic at www.indystpats.com**
- ✿ **Many TV (news and morning shows) and radio spots in lead up to events**
- ✿ **Event attendance and other:**
 - ✿ **Greening**
 - ✿ Attendance usually 500-1000
 - ✿ Most TV stations are there and print media pictures
 - ✿ Live streaming
 - ✿ **Parade and Tent Party**
 - ✿ Attendance usually over 20,000 and participants 3,000-5,000
 - ✿ TV and Radio coverage is very strong as well as print media pictures
 - ✿ Most TV stations air live from the Parade Tent the morning of the Parade and show reel of the Parade on nightly news
 - ✿ **Shamrock Run Walk**
 - ✿ Participants usually 1,000-2,000 weather permitting,
 - ✿ Support from near north neighborhood businesses and residents
 - ✿ Saturday mid-day Post-race party with band and beer in Bottleworks is very popular with over 1,000 additional attendees

St. Patrick's Day Celebration Events

* 29th Greening of the Canal *

Thursday, March 13th, 2025 at 5PM - 6PM

* 43rd St. Patrick's Day Parade *

Parade: Friday, March 14th, 2025 11:30AM - 1PM
& Tent Party on North Street, 10AM - 3PM

* 32nd Shamrock Run Walk *

Run Walk: Saturday, March 15th, 2025 at 11:00AM
& Post-Race Party at Bottleworks: 11:15PM - 3PM



GREENING OF THE CANAL

29TH ANNUAL GREENING OF THE CANAL

- ✿ Thursday, March 13, 2025, at 5PM - 6PM
 - ✿ (the eve of the Parade)
- ✿ Kickoff to the weekend festivities and promote all St. Patrick's related events
- ✿ Approximately 500 or more attendees
- ✿ Strong media coverage every year
- ✿ Performance by bands, Irish dancers and bagpipes
- ✿ Introduction of Mayor and Irish Citizen of the Year
- ✿ Greening is significant to Irish Heritage in Indianapolis because many Irish immigrants built the original canal in the 1800's
- ✿ Family-friendly, free and open to the public



Fred Glass, 2024 Irish Citizen of the Year

GREENING OF THE CANAL

The Greening of the Canal in downtown Indianapolis started out several decades ago as a pre-dawn media event on the morning of the Parade. A dozen years ago the event was moved to 5pm on the eve of the Parade and has turned into a family-focused event for the community. The Greening has been covered by national news. The event now has live entertainment, food and prizes. Special guests have included the Mayor of Indianapolis, the Lt. Governor, and the Governor of Indiana. It is free and open to the public.

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

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



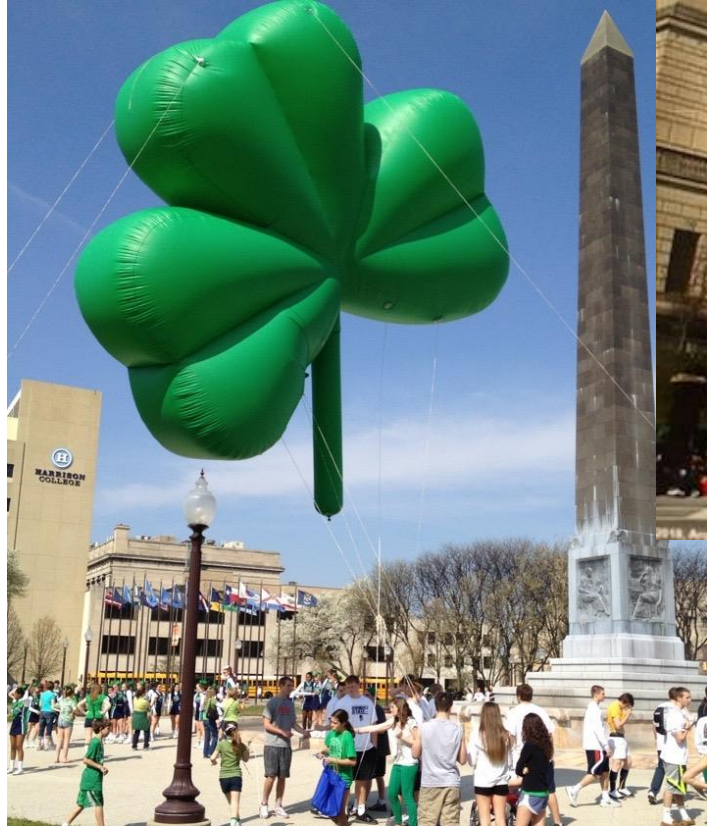
St. Patrick's Day Parade



43rd ANNUAL ST. PATRICK'S DAY PARADE

- ✿ Parade, Friday, March 14, 2025, from 11:30AM – 1PM
- ✿ Parade Tent Party on North Street, Friday, 10AM – 3PM
- ✿ 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 regularly 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. Local grade and high schools make up about one-third of the entries in the Parade – keeping the event family-friendly for all to enjoy.
- ✿ Parade has become an Indianapolis tradition
- ✿ Irish Citizen of the Year is honored
- ✿ Covered overwhelmingly by most media outlets
- ✿ The Parade Tent Party includes live music, food trucks, and a beer truck

St. Patrick's Day Parade



St. Patrick's Day Parade



- The Parade is Indy's most high-profile St. Patrick's Day event held downtown on a weekday with over 100,000 people working and/or living 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 100 units, which include marching bands, floats, balloons, corporate partners, dignitaries, and many schools.
- The Parade is free and open to the public.
- The Parade Tent Party on North Street has bands, food trucks, and a beer truck and is free/open to the public.
- It is a great way to start the weekend, which usually falls on the first Friday of March Madness.



The Parade is a family tradition in Indianapolis spanning more than 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 Sheriff departments, as well as dozens of schools and the City of Indianapolis.)

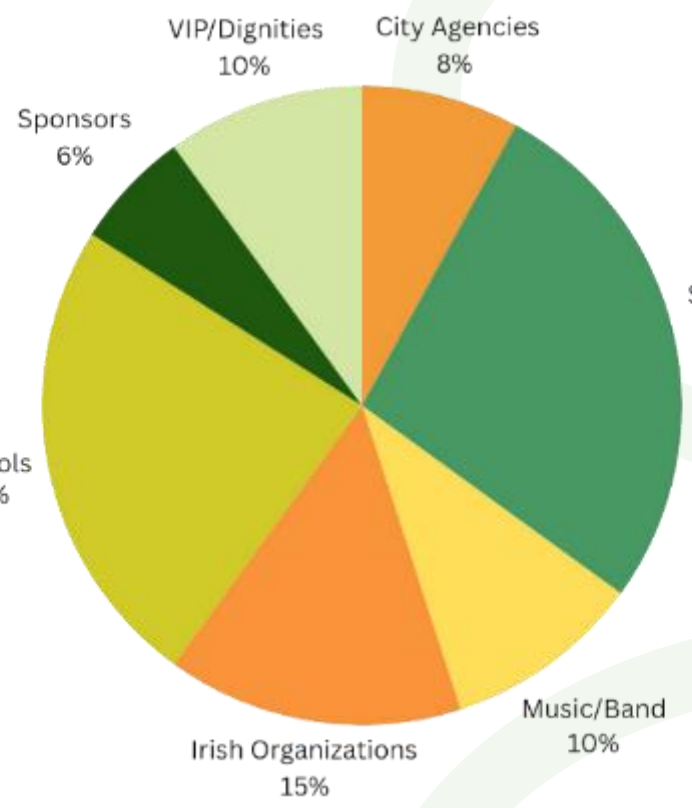
St. Patrick's Day Parade



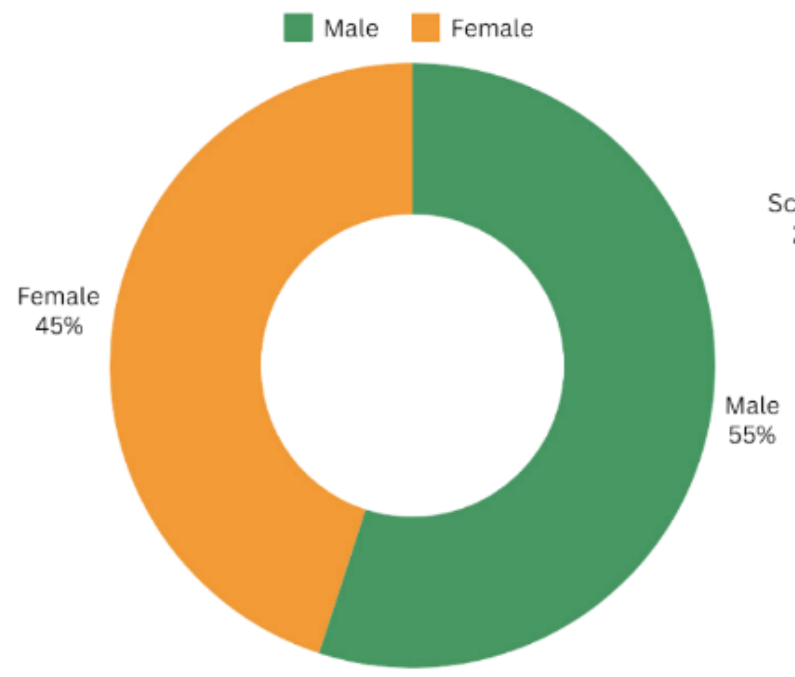
Parade Statistics



Parade Demographic



Parade Units



Shamrock Run & Walk (SRW)



32nd Shamrock Run & Walk (SRW)

- ❖ Saturday, March 15, 2024, 11AM
- ❖ Running from the Firefighter's Local 416 Union Hall on Massachusetts Avenue through historic near-Northside neighborhoods
- ❖ One of the oldest and longest running run/walks in Indy
- ❖ SRW Pre-Race Gathering at the IFD Union Hall from 9AM-11AM with pre-race beverages, live music, and other festivities
- ❖ Finish-line and post-race party at the Bottleworks with live music, food and drinks from Bottleworks vendors until 3PM



Shamrock Run & Walk (SRW)



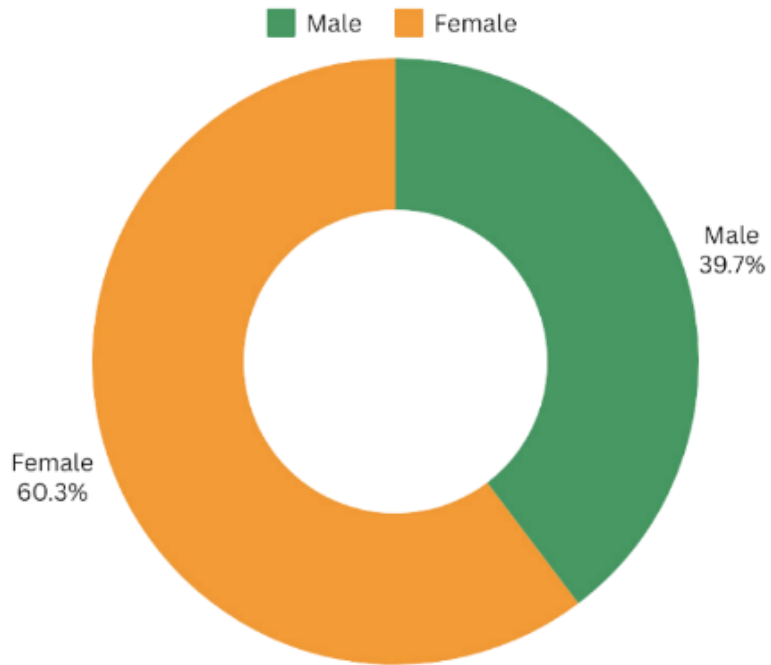
- The SRW is an Indianapolis tradition that started in 1992 – one of the oldest run/walks in Indy.
- Adults and children of all ages participate in the event and will choose between a 4-mile run and walk that runs through old near northside neighborhoods, beginning at the IFD Firefighter Union Hall on Mass Ave and finishing at the Bottleworks (a couple blocks away).
- We usually hold the SRW on a Saturday.
- We proudly partner with the IFD's Emerald Society for our pre-race gathering and finish with a post-run party including live entertainment, food, and beer garden - all of which are free and open to the public.
- The SRW has averaged over 1,500 participants in the past five years (weather permitting, we have had more than 3,000 participants in the past), and the social event brings an additional 1,000 participants.
- It is a fun way for everyone to start their St. Patrick's Day Saturday, and sometimes we pull out of town visitors who are attending March Madness or Big Ten tourney games.



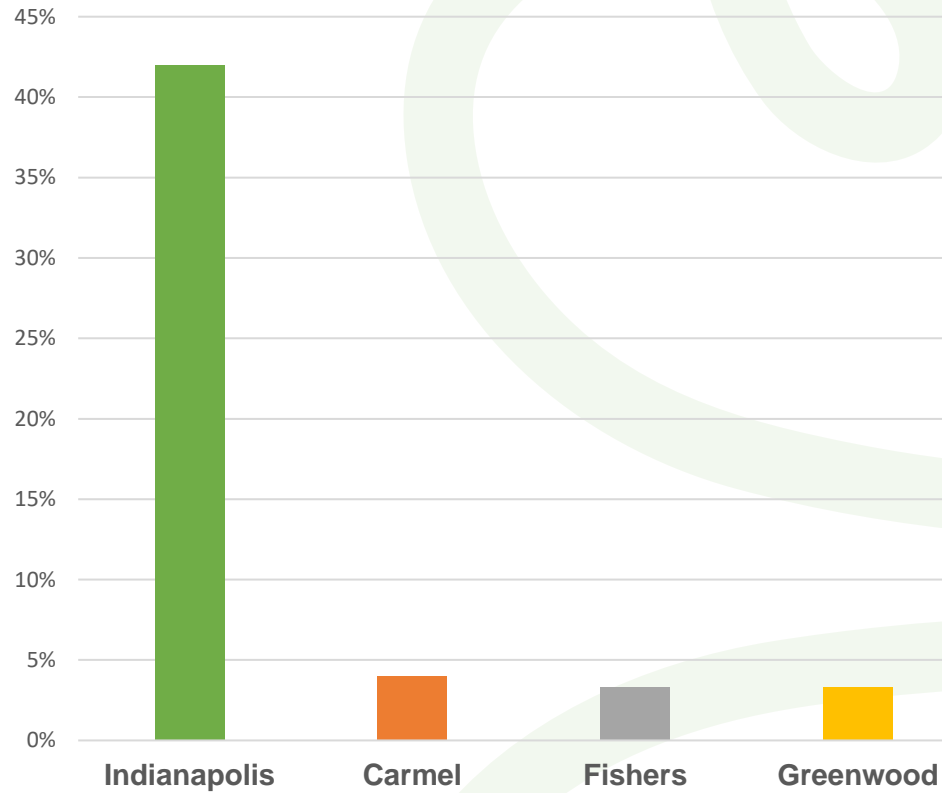
Shamrock Run & Walk Statistics



Run/Walk Units



Run/Walk Geographic Breakdown



Run/Walk Route





Appendix

ATHLETIC CLUB FOUNDATION EXECUTIVE SUMMARY

Background and Purpose

- ✂ The brainchild of members and the leadership of the Indianapolis Athletic Club (IAC) (1920-2004), the **Athletic Club Foundation (IACF)** was established in 1983 as a separate 501(c)3 non-profit with the purpose of promoting community events for the net financial benefit of youth athletic programs in need.
- ✂ The IAC began celebrating the St. Patrick's Celebration events in 1978 and started the Indianapolis St. Patrick's Day Parade in 1981. The annual Parade and other St Patrick's events are official Indianapolis City sponsored events operated by the IACF.
- ✂ The St Patrick's Day events include the Parade, the Parade Tent Party, the Greening of the Canal, the Shamrock Run & Walk (SRW), and the SRW post-race party. In addition to the St. Patrick's Celebration Events, the IACF also hosts the Old Oaken Bucket Luncheon.

Mission

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

Every year, the IACF proudly grants between \$25k-\$50k to youth sports programs in Central Indiana. Some of our past grantees are below.

We believe that the opportunity for a youth to play on team sports is vital to the future of our community as it helps to instill important values (including teamwork, self-confidence, self-discipline, hard work, and leadership) that will create stronger future generations.

- ❖ Mother Theodore Catholic Academies (MTCA)
- ❖ Indiana Sheriff's Youth Ranch
- ❖ Indiana Public Safety Foundation
- ❖ IMPD Youth Mountain Bike Project
- ❖ Tab Recreation
- ❖ Miracle Place
- ❖ USA Football programs in Central Indiana
- ❖ Wolkoff Foundation
- ❖ Providence Cristo Rey High School
- ❖ Special Olympics Indiana
- ❖ Herron Classic Schools



IACF BOARD OF DIRECTORS

Bob Welch, *President*

Matt Robinson, *Secretary*

Peter Forsee, *Treasurer*

Directors

Joe Cripe

Carl Daniels

Mike Farrell

Kevin Flynn

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Mike Kennedy

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Fred Glass

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Mike Kiefer

Nancy Lorenzano

Jack Moriarty

Kevin Murray

Bart Peterson

Brian Sullivan

www.indystpats.com

The Importance of Sponsors of Our Events

The Indianapolis St. Patrick's Day Parade and other events are important for the community because

- The events welcome people from all parts of the city to come together and
- We invest in youth for strong future community leadership.

Without our sponsors, our all-volunteer organization could not cover the ever-increasing costs to put on these events, as well as meet the mission of supporting youth athletic programs.



Our Purpose and History



- ✿ Why we exist:
 - ✿ To celebrate our community, City and Irish heritage
 - ✿ To have fun!
 - ✿ Raise money to grant all net proceeds for the benefit of at-risk youth athletic programs in need.
(In the past, annual grants have typically totaled \$25,000 to \$50,000.)
- ✿ **Please help us carry on this great tradition!**

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 Ancient Order of Hibernians, but by the mid-1920s, the Indianapolis Parade was 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.

1983 – 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 SRW has been held on the IUPUI campus, Monument Circle, Fountain Square area (known as the old “Irish Hill”), and the IFD Union Hall on Mass Avenue. Currently the SRW runs through the near north neighborhood and ends at Bottleworks.

1997 – The first Greening of the Canal on the newly established downtown Canal

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