

2010 Guinness St. Patrick's Day Festival

March 13, 2010

Produced by the Paseo del Rio

The annual Guinness St. Patrick's Day Parade & Festival is an all day event yields over an estimated 35,000 in attendance and is composed of multiple fun filled family and adult events. This year Paseo del Rio has partnered with the Harp & Shamrock Society of Texas in efforts to bring the spirit of the Irish to the San Antonio River Walk!

The 2010 Guinness St. Patrick's Day Events yield many available sponsorships and vendor space. These events are a great way to market your business to San Antonio locals, visitors, and military personnel. This is a great event to get in direct contact with potential customers while supporting a non-profit and preserves, protects and promotes the San Antonio River Walk.

Event Marketing Plan:

- Print campaign in Rio Magazine with circulation of 35,000 copies to high tourist locations, as well as ad in San Antonio's premier entertainment magazine the Current with 45,00 copies to local hot spots we will have a 8 page insert exclusive to the event
- 30 days web campaign on www.thesanantonioriverwalk.com, and www.sacurrent.com
- Table tents at River Walk Restaurants and Bars
- Radio campaign with KZEP, to include contest giveaways and live feed at event
- KABB coverage and commercials (Weather Man Shawn Stevens Grand Marshall of Parade)

Schedule of events:

10am-11am- Harp & Shamrock Street Parade

12pm-6pm- Live Entertainment on Arenson stage with Festival on La Villita Way (with special interactive children's area)

3pm- Dyeing of O 'River Green

3pm-4:30pm- Guinness St. Patrick's Day River Parade

6pm-10pm- Guinness Pub Crawl

6pm-midnight- Luminarias (city event brings in over 100,000+ people to downtown area)

Sponsorship Opportunities:

Presenting Sponsorship \$5000.00

- Logo recognition as presenting sponsor
- Logo recognition with all media partners
- Logo recognition on all event signage and print materials
- Logo recognition on barges during parade
- Logo recognition at all pre-event and press conferences
- Logo recognition on www.thesanantonioriverwalk.com
- Speaking opportunity at press conference
- On stage mentions
- Sales, sampling and promotional activity at event
- 12 pub crawl tickets
- (2) 10x10 Booth Spaces
- Full page ad in Rio Magazine (March Issue)
- Mascot Participation

Photo Booth Sponsor \$3000.00

- Photo booth wrapped with company logo and info.
- Photos printed with Logo and/or message
- 6 hours of booth coverage
- Logo recognition with all media partners
- Logo recognition on all event signage and print materials
- Logo recognition on www.thesanantonioriverwalk.com
- Sales, sampling and promotional activity at event
- 6 pub crawl tickets
- (1) 10x10 booth Space
- Mascot Participation

Associate Sponsorship \$3000.00

- Logo recognition as associate sponsor
- Logo recognition with all media partners
- Logo recognition on all event signage and print materials
- Logo recognition at all pre-event and press conferences
- Logo recognition on www.thesanantonioriverwalk.com
- On stage mentions
- Sales, sampling and promotional activity at event
- 6 pub crawl tickets
- (1) 10x10 booth Space
- 1/2 page ad in Rio Magazine (March Issue)
- Mascot Participation

10 x 10 Booth Space \$500.00

- (1) 10x10 booth Space
- On stage mentions
- Sales, sampling and promotional activity at event
- Mascot Participation

8 x 10 Attractions table \$250.00

- (1) 8x10 table space
- Sales, sampling and promotional activity at event
- Mascot Participation

Please contact Kari Taylor, Sales & Marketing Director for more information. ktaylor@paseodelrio.com or 210-227-4262 x 106