



The Mystic Irish Parade Committee with 2024 Grand Marshall Bill Turner.

HELP SUPPORT ONE OF SOUTHEASTERN CONNECTICUT'S PREMIER EVENTS

Your sponsorship reaches
over 30,000 people --
Mystic's largest
single-day event --
and benefits local charitable
and non-profit community
organizations

All sponsorship funds are used to directly underwrite costs of the Mystic Irish Parade, including:

- Ensuring the safety of the participants and the crowd by both the Stonington and Groton Police Departments
- Insurance for the marchers
- Preparing the parade route
- Advertising and promotion of the parade and printing of the program
- Preparing and cleaning the Seaport parking lot for gathering of marchers.
- Providing portable rest rooms for the staging areas and parade route.
- Fees paid to professional performers, performance groups and our always fantastic headliners
- College scholarships awarded to high school seniors through our Grand Colleen & Court applications

Funds in excess of the parade costs are donated to local charitable and non-profit organizations selected by the Foundation.

If you are interested in one of the sponsorship levels, please complete below and mail to Mystic Irish Parade Foundation, Inc. **Please respond back by March 7th** to be included in the parade guide. Learn more at:

<http://mysticirishparade.org/sponsorships/>

Yes! I'd like to sponsor the parade at the...

_____ level

Sponsor Name: _____

Address: _____

E-mail: _____

Tel.: _____

Contact Person: _____

Please Make Checks Payable to:
Mystic Irish Parade Foundation, Inc. (MIPF)

Mail to: Mystic Irish Parade Foundation, Inc.
PO Box 317, Mystic, CT 06355

www.mysticirishparade.org



SUNDAY, MARCH 22, 2026



PHOTO BY GEORGE TAZZINI COASTAL LIFE PHOTOGRAPHY

SPONSORSHIP OPPORTUNITIES

WWW.MYSTICIRISHPARADE.ORG

Don't miss the **THE MYSTIC IRISH PARADE!** Save the date for Sunday March 22nd, 2026 – we look forward to seeing you line the streets of Mystic in celebration. Your generous support has continuously allowed us to present Mystic's largest single-day event since 2003 and we are so grateful to you. As we start planning our 21st parade, we look forward to your support once again.

Options range from selling and/or buying \$5 raffle tickets to sponsoring the parade at any level between \$400 and \$7,500 to gain important community exposure for your business.

Sponsorships help us with all expenses relating to the event such as:

- * Charges from both Groton and Stonington Police
- * Marketing and Promotion of Event
- * Year-Round Fixed Costs
- * Fife and Drum bands fees
- * Insurance
- * Headliner sound system
- * Security
- * Donations made back to the community



The Mystic Irish Parade Foundation is a 501(c)(3) non-profit organization.

I look forward to hearing from you and hope that you can support this great event and local charities fund raiser.

Sincerely,

Neil Ryan, Vice President MIPF

Email: Neilryan@snet.net Tel: (860) 608-4901

2026 MYSTIC IRISH PARADE SPONSORSHIPS

Shamrock Sponsorship \$400

Shamrock sponsors will receive the following:

- **Your listing displayed in the general sponsor section of our program guide. The guide is distributed to local Mystic area businesses prior to the parade as well as to attendees on parade day**

- **Company Logo displayed in the general sponsor section on our website**

\$750 Lucky Clover Sponsor

Lucky Clover sponsors will receive all items above, plus the following:

- A listing ad in the parade guide
- **All restaurants, bars and hotels will be listed additionally in a dedicated section of the parade guide and our website**
- **Entrance of a float in our parade**

\$1,200 Division Sponsor

- **All items in bold above, plus:**
- A quarter page ad in the parade guide
- Company logo displayed on a shared banner, sponsoring a division of the parade.
- Any restaurant at this level will receive a Paddy O-pour Video which was our highest level of social media engagement in 2025!
- **Logo prominently displayed on the home page of our website**

\$2,000 Harp Sponsor

- **All items in bold above, plus:**
- A half page ad in the program guide
- Company Logo displayed on a banner, sponsoring a division of the parade

- **Company Logo displayed on all print media including the Front Page of the parade guide**

\$5,000 Crystal Sponsor

- **All items in bold above, plus the following:**
- Premium placement of the full-page ad
- Company Logo on parade banner to be displayed in the 3rd division of the parade
- 4 reserved seats in our VIP viewing section of the parade
- 1 reserved parking spot in the parade mustering lot.
- **Mentions in press releases and radio marketing**
- **Company Logo displayed on the reviewing stand the day of the parade.**

\$7,500 Emerald Sponsor

- **All items in bold above, plus:**
- Back Cover of parade guide
- Company Logo on a banner, exclusively, to be displayed in the 2nd division of the parade
- 4 reserved seats on the reviewing stand with past Grand Marshals and dignitaries
- 6 reserved seats in our VIP viewing stand
- 2 reserved parking spots at the parade mustering lot
- 1 reserved parking spot at the reviewing stand

The Mystic Irish Parade Foundation is a qualified 501(c)(3) tax-exempt organization and all donations may be tax-deductible.