



Dear Friends,

The Ballyshaners are thrilled to announce that Alexandria's St. Patrick's Day Parade is scheduled for March 2, 2024. The Ballyshaners, is a non-profit, 501(c)3, volunteer organization focused on preserving and promoting Irish heritage.

The St. Patrick's Day Parade is the largest annual parade, showcasing Old Town and its businesses. The event also carries significant costs. Despite support from the City of Alexandria, The Ballyshaners incur approximately \$60,000 in expenses to host the parade. We ask for your help to support this community celebration. March 2 will be here before you know it, so we hope you quickly will sign on as a sponsor.

Sponsorships are available at five levels. Parade sponsorship levels and benefits are:

Harp

\$500 Your name or logo on the Ballyshaners website and social media advertising and promoting the parade, and parade entry for your business/civic group.

Celtic

\$1,000 Your name or logo on the Ballyshaners website and social media advertising and promoting the parade, your name or logo on parade banners listing sponsors, and parade entry for your business/civic group.

Claddagh

\$2,500 Your name or logo on the Ballyshaners website and social media advertising and promoting the parade, your name logo on parade banners listing sponsors, recognition from the Grandstand on Parade Day, and parade entry for your business/civic group.

Shamrock

\$5,000 Your name or logo on the Ballyshaners website and social media advertising and promoting the parade, your name logo on parade banners listing sponsors, recognition from the Grandstand on Parade Day, parade entry for your business/civic group, two seats on the Grandstand on Parade Day.

Pot Of Gold

\$10,000 Your name or logo on the Ballyshaners website and social media advertising and promoting the parade, your name logo on parade banners listing sponsors, recognition from the Grandstand on Parade Day, parade entry for your business/civic group, four seats on the Grandstand on Parade Day, a reserved parking spot during parade, and pre-parade breakfast for four at a King Street establishment.

Please show your support for this fantastic community event. Your tax-deductible donation can be made online at www.Ballyshaners.org , or by mail to: Ballyshaners P.O. Box 320722 Alexandria VA 22320-4722.

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www.Ballyshaners.org