





Duncan MacRae of Yesterday's Restaurant & Tavern, Steve Gibson of Peddler Steak House, Chuck Pettit of the Columbia Jaycees and Tony Latella of PYA Monarch sat down in a booth at Yesterday's Restaurant & Tavern, had a few beers and devised a plan to increase the visibility of Five Points' businesses on St. Patrick's Day when most people were leaving town for Savannah. The Annual St. Pat's in Five Points emerged forming a fun-filled festival benefiting children's charities in the Midlands.

### Our Economic Impact

St. Pat's in Five Points welcomes approximately 45,000 of a myriad of demographic attendees – children, families, college students and senior citizens – annually and has a \$7+ million economic impact on the City of Columbia and Richland County. More than 35% of attendees traveled to Columbia for the festival and came from over 2,000 zip codes and over thirty countries.



The St. Pat's in Five Points festival is a significant day for the Five Points village. Not only is it a day when many of our businesses have their best sales day of the year, it is also the chief revenue source for the Five Points Association (FPA). The net proceeds allow for the FPA's existence, to be staffed adequately to carry out community projects and special events and to promote and market Five Points statewide. It also enables the FPA to continue beautification projects in the village such as:



- Main Fountain Plaza 1997
  - Additional Fountain at Blossom and Saluda 2007
  - Centennial Plaza at Santee and Blossom 2015
  - Harden Street Alleyway 2021
  - Murals from local artists such as Blue Sky, Chad Brady and Erbriyon Barrett 1989 & 2019, 2017, and 2021
- Beauti5 A revitalization effort undertaken in a capacity never before seen in South Carolina 2010

### Schedule of Events

St. Pat's in Five Points Tickets On-Sale - Friday, November 25, 2022

Band Announcement Press Conference - Wednesday, January 25, 2023

Official Kick-Off to St. Pat's Event - Friday, March 3, 2022

St. Pat's in Five Points - Saturday, March 18, 2023, 7am-7pm

7:30am Get to the Green 5K/10K and 1-Mile Family Fun Run

9am Festival Gates Open

10am St. Pat's Parade

11am-6pm Pot O'Gold Playland

12pm-7pm Live Music from Local, Regional and National Artists on Four Stages

Festival Beneficiaries Press Conference - Late March/Early April 2023



# At a Glance



### Did You Know...

St. Pat's in Five Points is the largest one-day St. Patrick's Day Festival in the Southeast?

The Pot O'Gold Playland has its own stage featuring a magician, children's dance troupes and more fun activities for the whole family?

The Cube first appeared in 2017 to be the festival information tent, a charging station for cell phones and a place to show the multi-stages' music schedules? The Cube is a large, square scaffolding structure centrally located in the festival at Devine and Harden Streets in front of Men's Wearhouse.

### Headliners Over the Years?

Moon Taxi • Walker Hayes • Morgan Wallen • Judah & The Lion • Blues Traveler • J Roddy Walston and The Business • Surfaces • lovelytheband • St. Paul and The Broken Bones • Dashboard Confessional • Rainbow Kitten Surprise • Manchester Orchestra And Many More!





## By The Numbers

Five Points 24.9K St. Pat's 11K



Five Points 14.8K St. Pat's 3K



Five Points 16.4K



Five Points eblasts 35K+

Post & Courier and Free Times eblasts



**Attendees** 25K+



StPatsColumbia.com



### Festival beneficiaries

St. Pat's in Five Points affords the Five Points Association the opportunity to give back to the community that has been its biggest supporter. The FPA will continue the tradition of contributing a portion of money made during the festival to the volunteer groups who help us stage this event. In the festival's forty-year history, the FPA has donated approximately \$1M to local Midlands' charities including...

> A.C. Moore Elementary School PTO • **Ancient Order** of Hibernians • Association of the United States Army • Beta Sigma Phi - Alpha Chapter 14631 • Bethlehem Community Center Boy Scout Troop 330 • Capital City Shag Club • Carolina Children's Home • Carolina Wrecking Balls • City Year Columbia

 Columbia Bombshells
 Columbia Theatre • Columbia Crossroads •

Columbia

Children's Quad Squad Roller Derby • Columbia Rotary Club • Columbia Rugby • Columbia Starlings Volleyball • Columbia Women's Rugby • Curing Kids Cancer • DACS, Inc. • Daisy Troop 438 • Double Dutch Forces • Dreher High School Band Booster Club • First Nazareth Baptist Church - Boy Scouts • First Nazareth Baptist Church - Culinary Institute • Gospel Music Workshop of America - Midlands Chapter • Happy Wheels • HIV AIDS Council • Homeless Helping Homeless • Hoopology • ICC • Impact Carolina • Junior Woman's Club of Columbia • Knights of Columbus - Chapter 1 • Knights of Columbus -Chapter 2 • Knights of Columbus - Irmo • Military Vehicle Collectors of South Carolina • MLK Neighborhood Association • Moving Youth Forward • One SC Fund (SC Strong) • Palmetto Animal Assisted Life Services • Palmetto Health Foundation • Palmetto Project • Palmetto Starlings Volleyball • Pawmetto Lifeline • Prosperity Project • Richland County CASA • Richland County Regulators Roller Derby • Sexual Trauma Services of the Midlands • Shades of View Dance Company • Share ONE Love • Sierra Club • Sistercare, Inc. • South Carolina Equality • South Carolina Pride • Special Olympics of SC • Sustainable Midlands • Team In Training • United Way of the Midlands • Bound • USO of

Upward Bound PTA • USC Upward South Carolina • Venture Crew 312 • Vietnam Veterans of America - Chapter 303 • Westminster Youth Group • W.J. Keenan High School PTSA • Zion Pilgrim Baptist Church - Step Team • Zion Pilgrim Baptist Church - Usher Board

And Many, Many More!

### **PRESENTING**

- One (1) complimentary 10x10 booth space at the Official Kick-Off (OKO) to St. Pat's event, Get to the Green Race and St. Pat's in Five Points with the opportunity to sell products, if desired (City of Columbia business license required)
- Company logo listed on all event promotion including:
  - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
  - Five Points (56K+ followers) and St. Pat's (14K followers) social posts with tags
  - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
- Opportunity to participate in St. Pat's giveaway email contest with Post & Courier Cola/Free Times (25K+)

 Opportunity to donate promotional items for the Get to the Green Race Packets and VIP swag bags at St. Pat's



- Billboards
- Print ads
- Digital ads
- Radio commercials (company name mention)
- Company logo listed on:
  - Podium sign
  - Banner at press conference
  - Stage and Saluda's balcony banners during the OKO event
  - Event posters
  - Stage banner on all five (5) music stages and entry/exit gate banners
  - Pot O'Gold Playland Banner (sponsor provided)
  - Get to the Green Bib Numbers, Start/Finish Line Banner (sponsor provided), participant t-shirt & swag
  - St. Pat's in Five Points festival t-shirts, cups and koozies
- Ten (10) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Twenty (20) complimentary VIP Passes to St. Pat's in Five Points
- Thirty (30) complimentary General Admission Tickets

St. Pat's in Five points



1 Available

### **HARDEN**

#### Stage Sponsor

- Branded Harden Street Stage Banner
- One (1) complimentary 10x10 booth space at the Official Kick-Off (OKO) to St. Pat's event, Get to the Green Race and St. Pat's in Five Points with the opportunity to sell products, if desired (City of Columbia business license required)
- Company logo listed on event promotion including:
  - Five Points eblasts (35K+) and Post & Courier/ Free Times eblasts (25K+)
  - Five Points (56K+ followers) and St. Pat's (14K followers) social posts with tags
  - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
  - St. Pat's and Get to the Green websites with hyperlinks (2 sites total)

 Opportunity to participate in St. Pat's giveaway email contest with Post & Courier Cola/Free Times (25K+)

- Opportunity to donate promotional items for the Get to the Green Race Packets
- Company logo listed on media buys including:
  - Billboards
  - Print ads
- Company logo listed on:
  - Banner at press conference announcing bands and post-festival announcing festival beneficiaries
  - Stage and Saluda's balcony banners during the OKO event
  - Event posters
  - One (1) Banner at entry/exit gate (sponsor provided)
  - Pot O'Gold Playland Banner (sponsor provided)
  - Get to the Green Bib Numbers, Start/Finish Line Banner (sponsor provided) and participant t-shirt
  - St. Pat's in Five Points festival t-shirts
- Eight (8) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Eight (8) complimentary VIP Passes to St. Pat's in Five Points
- Eighteen (18) complimentary General Admission
  Tickets to St. Pat's in Five points
- Complimentary parking for three (3) cars



### **BLOSSOM**

#### at the corner of Blossom & Harden Stage Sponsor

- Branded Blossom Street Stage Banner
- One (1) complimentary 10x10 booth space at the Official Kick-Off (OKO) to St. Pat's event, Get to the Green Race and St. Pat's in Five Points with the opportunity to sell products, if desired (City of Columbia business license required)
- Company logo listed on event promotion including:
  - Five Points eblasts (35K+) and Post & Courier/ Free Times eblasts (25K+)
  - Five Points (56K+ followers) and St. Pat's (14K followers) social posts with tags
  - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
  - St. Pat's and Get to the Green websites with hyperlinks (2 sites total)
- Opportunity to participate in St. Pat's giveaway email contest with Post & Courier Cola/ Free Times (25K+)
- Opportunity to donate promotional items for the Get to the Green Race Packets
- Company logo listed on media buys including:
  - Billboards
  - Print ads
- Company logo listed on:
  - Banner at press conference announcing bands and post-festival announcing festival beneficiaries
  - Stage and Saluda's balcony banners during the OKO event
  - Event posters
  - One (1) Banner at entry/exit gate (sponsor provided)
  - Pot O'Gold Playland Banner (sponsor provided)
  - Get to the Green Bib Numbers, Start/Finish Line Banner (sponsor provided)
    - and participant t-shirt
  - St. Pat's in Five Points festival t-shirts
- Eight (8) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Eight (8) complimentary VIP Passes to St. Pat's in Five Points
- Eighteen (18) complimentary General Admission Tickets to St. Pat's in Five points
- Complimentary parking for three (3) cars





### SALUDA

#### Stage Sponsor

- One (1) complimentary 10x10 booth space at the Official Kick-Off (OKO) to St. Pat's event AND St. Pat's in Five Points with the opportunity to sell products, if desired (City of Columbia business license required)
- Company logo listed on event promotion including:
  - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
  - Five Points (56K+ followers) and St. Pat's (14K followers) social posts with tags
  - Company name listing on OKO, St. Pat's and Get to the Green Facebook
  - St. Pat's and Get to the Green websites with hyperlinks (2 sites total)
- Company logo listed on media buys including:
  - Print ads
- Company logo listed on marketing collateral including:
  - Stage and Saluda's balcony banners during the OKO event
  - Event posters
  - One (1) Banner at entry/exit gate (sponsor provided)
  - Get to the Green Start/Finish Line Banner (sponsor provided) and participant t-shirt
  - St. Pat's in Five Points festival t-shirts
- Six (6) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Six (6) complimentary VIP Passes to St. Pat's in Five Points
- Sixteen (16) complimentary General Admission Tickets to St. Pat's in Five Points
- Complimentary parking for two (2) cars





## VIP SUITE

- Company logo listed on event promotion including:
  - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
  - Five Points (56K+ followers) and St. Pat's (14K followers) social posts with tags
  - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
  - St. Pat's, St. Pat's VIP Suite and Get to the Green websites with hyperlinks (3 sites total)
- Company logo listed on media buys including:
  - Print ads
- Company logo listed on marketing collateral including:
  - Stage and Saluda's balcony banners during the OKO event
  - Event posters
  - VIP Suite Entry/Exit Banner
  - Get to the Green participant t-shirt
  - St. Pat's in Five Points festival t-shirts
- Opportunity to have an 8' table in the VIP Suite with the opportunity to sell products, if desired (City of Columbia business license required) and donate promotional items for the VIP swag bag
- Three (3) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Eight (8) complimentary General Admission Tickets to St. Pat's in Five Points





## POT O'GOLD PLAYLAND

- · Company logo listed on event promotion including:
  - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
  - Five Points (56K+ followers) and St. Pat's (14K followers) social posts with tags
  - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
  - St. Pat's, St. Pat's Pot O'Gold Playland ticketing and Get to the Green websites with hyperlinks (3 sites total)
- Company logo listed on media buys including:
  - Print ads
- Company logo listed on marketing collateral including:
  - Stage and Saluda's balcony banners during the OKO event
  - Event posters
  - Pot O'Gold Playland entry/exit gate and stage banners (FPA provided) and area banner (sponsor provided)
  - · Re-entry wristband
  - Get to the Green participant t-shirt
  - St. Pat's in Five Points festival t-shirts
- One (1) complimentary 10x10 booth space in the Pot O'Gold Playland with the opportunity to sell products, if desired (City of Columbia business license required)
- Three (3) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Eight (8) complimentary General Admission Tickets to St. Pat's in Five Points
  - OKO event
  - Get to the Green participant t-shirt
- One (1) complimentary St. Pat's Parade entry
- Four (4) complimentary General Admission Tickets to St. Pat's in Five Points



### PARADE

- Company logo listed on event promotion including:
  - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
  - Five Points (56K+ followers) and St. Pat's (14K followers) social posts with tags
  - Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
  - St. Pat's and Get to the Green websites with hyperlinks (2 sites total)
- Company logo listed on media buys including:
  - Print ads
- Company logo listed on marketing collateral including:
  - Stage and Saluda's balcony banners during the OKO event
  - Event posters
  - St. Pat's Parade 4x10 Walking Banner that kicks off parade (sponsor to provided walkers)
  - Get to the Green participant t-shirt
  - St. Pat's in Five Points festival t-shirts
- One (1) complimentary St. Pat's Parade entry including complimentary float and first spot in parade after Grand Marshal (sponsor-provided decorations)
- Opportunity for one (1) company representative to co-host the St. Pat's Parade Grandstand
- Three (3) complimentary Get to the Green registrations
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Eight (8) complimentary General Admission Tickets to St. Pat's in Five Points





### THE CUBE

- Company logo listed on event promotion including:
  - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
  - Five Points (56K+ followers) and St. Pat's (14K followers) social posts with tags
  - Company name listing Facebook event pages
  - St. Pat's and Get to the Green websites with hyperlinks (2 sites total)
- Company logo listed on media buys including:
  - Print ads
- Company logo listed on marketing collateral including:
  - Stage and Saluda's balcony banners during the OKO event
  - Event posters

 The Cube Banner (scaffolding) x2 (FPA provided) and on tent below scaffolding x4 (sponsor provided)

- Get to the Green participant t-shirt
- St. Pat's in Five Points festival t-shirts

 Opportunity to have an 8' table in The Cube tent with the opportunity to sell products,

if desired (City of Columbia business license required)

- Three (3) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Eight (8) complimentary General Admission Tickets to St. Pat's in Five Points





### **FOOD COURT**

- Company logo on festival tickets
- Company name listed on event promotion including:
  - Five Points eblasts (35K+)
  - St. Pat's (14K followers) social posts with tags
  - Company name listing on St. Pat's FB event page
  - St. Pat's website with hyperlinks
  - Company name listed on media buys including:
  - Print ads
- Company name listed on St. Pat's in Five Points festival t-shirts
- Company logo listed on marketing collateral including:
  - Stage and Saluda's balcony banners during the OKO event
  - Get to the Green participant t-shirt
- One (1) complimentary St. Pat's Parade entry
- Four (4) complimentary General Admission Tickets to St. Pat's in Five Points

## VOLUNTEER

- Company logo listed on event promotion including:
  - Five Points eblasts (35K+)
  - Five Points **(56K+ followers)** and St. Pat's (14K followers) social posts with tags
  - Company name listing on OKO and St. Pat's FB event pages
  - St. Pat's website with hyperlinks
- Company logo listed on media buys including:
  - Print ads
- Company logo listed on marketing collateral including:
  - Stage and Saluda's balcony banners during the OKO event
  - Event posters
  - All volunteer communication via email or printed materials
  - Banner at volunteer check-in area (sponsor provided)
  - St. Pat's in Five Points volunteer shirt with front left chest logo and large logo on the back and festival t-shirt
- Opportunity to include promotional item in volunteer packets
- Two (2) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Six (6) complimentary General Admission Tickets to St. Pat's in Five Points





#### **WRIST BAND** • Company logo listed on event promotion including: • Five Points eblasts (35K+) • Five Points (56K+ followers) and St. Pat's (14K followers) social 1 Available posts with tags · Company name listing on St. Pat's FB event page • St. Pat's website with hyperlinks • Company logo listed on media buys including: • Print ads • Company logo listed on marketing collateral including: Event posters • St. Pat's in Five Points festival t-shirts • Company logo on 45,000 festival wristbands • Two (2) complimentary Get to the Green registrations • One (1) complimentary St. Pat's Parade entry • Four (4) complimentary General Admission Tickets to St. Pat's in Five Points WALL Chalk Wall Sponsor • Company logo listed on event promotion including: • Five Points eblasts (35K+) • Five Points (56K+ followers) and St. Pat's 1 Available (14K followers) social posts with tags • Company name listing on St. Pat's FB event page • St. Pat's website with hyperlinks • Company logo listed on media buys including: • Print ads Company logo listed on marketing collateral including Event posters • St. Pat's in Five Points volunteer festival t-shirts Banner located next to The Wall and on Polaroid photo cut-out Two (2) complimentary Get to the Green registrations • One (1) complimentary St. Pat's Parade entry • Four (4) complimentary General Admission Tickets to St. Pat's in Five Points

### TICKET

- Company logo on festival tickets
- Company name listed on event promotion including:
  - Five Points eblasts (35K+)
  - St. Pat's (14K followers) social posts with tags
  - · Company name listing on St. Pat's FB event page
  - St. Pat's website with hyperlinks
  - Company name listed on media buys including:
  - Print ads
- Company name listed on St. Pat's in Five Points festival t-shirts
- Company logo listed on marketing collateral including:
  - Stage and Saluda's balcony banners during the OKO event
  - Get to the Green participant t-shirt
- One (1) complimentary St. Pat's Parade entry
- Four (4) complimentary General Admission Tickets to St. Pat's in Five Points

## CUSTOM PACKAGES

StPatsColumbia.com

Interested in sponsoring St. Pat's in Five Points at a level or opportunity different from the previous options? Let us help! We are happy to create a custom package tailored to your business. Contact Heather McDonald, Executive Director, Five Points Association via email at <a href="mailto:info@fivepointscolumbia.com">info@fivepointscolumbia.com</a> or call 803.748.7373 to discuss.







- One (1) complimentary 10x10 booth space at the Official Kick-Off (OKO) to St. Pat's event with the opportunity to sell products, if desired (City of Columbia business license required)
- Opportunity to have company representatives dye the fountain green at the OKO event
- Company name mentions from stage during the OKO event
- Logo on step and repeat photo opportunity with our leprechaun mascot and your company mascot (if applicable)
- Company logo listed on all media buys promoting the OKO event
- Company logo listed on marketing collateral including:
  - Stage and Saluda's balcony banners during the OKO event
  - Event posters
  - St. Pat's in Five Points festival t-shirts
- Company logo listed on all event promotion including:
  - Five Points eblasts (35K+) and Post & Courier/Free Times eblasts (25K+)
  - Five Points (56K+ followers) and St. Pat's (14K followers) social posts with tags
  - Company name listing on OKO and St. Pat's event pages
  - St. Pat's website with hyperlinks
- Company name mention and quote in all press releases for the OKO event
- On-air interview opportunities with the media
- Two (2) complimentary Get to the Green registrations
- One (1) complimentary St. Pat's Parade entry
- Two (2) complimentary VIP Passes to St. Pat's in Five Points
- Six (6) complimentary General Admission tickets to St. Pat's in Five Points



1 Available



## 2023 Sponsorship Application

To confirm your sponsorship, please email a completed copy of this application to <a href="mailto:info@fivepointscolumbia.com">info@fivepointscolumbia.com</a> with a copy of **your logo** as **vector art** (.ai, .pdf, or .eps). You will receive a receipt for tax purposes once payment is received.

Company/Organization Name:			
Contact Person:			
Address:			
City:			
Phone:	/w		′c
Email:			
Day of Site Contact:			
SPONSORSHIP LEVEL:			
Presenting Sponsor - \$50,000	Harden Sponsor - \$30,000		
Blossom Sponsor - \$25,000	Saluda Sponsor - \$20,000		
TBD Sponsor - \$20,000	VIP Suite Sponsor - \$7,500		
Pot O'Gold Playland Sponsor - \$7,500	St. Pat's Parade Sponsor - \$7,500		
The Cube Sponsor - \$7,500	Food Court Sponsor - \$5,000		
Volunteer Sponsor - \$5,000	Wall Sponsor - \$4,000		
Wristband Sponsor - \$4,000	Ticket Sponsor - \$2,500		
Official Kick-Off Event - \$5,000	Custom Package		
Items You Will Be Selling/Sampling/Giving Away	(Booth Only):		

Please make checks payable to the Five Points Association.

#### **Mail Your Sponsorship to:**

Five Points Association 532 Congaree Avenue | Columbia, SC 29205

Sponsorship benefits will not start until payment has been received.

StPatsColumbia.com

