



st·pat's
in five points

2024

PARTNERSHIP OPPORTUNITIES



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A 41 Year Tradition

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.



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.

2024 Schedule

FRIDAY, NOVEMBER 24

JANUARY

THURSDAY, FEBRUARY 29

SATURDAY, MARCH 16

7:30 AM

10 AM

10 AM

11 AM - 6 PM

12 PM - 7 PM

LATE MARCH/EARLY APRIL

St. Pat's in Five Points Tickets On-Sale

Band Announcement Press Conference

Official Kick-Off to St. Pat's Event

St. Pat's in Five Points

Get to the Green 5K/10K and 1-Mile Family Fun Run

Festival Gates Open

St. Pat's Parade

Pot O'Gold Playland

Live Music from Local, Regional and National Artists on Four Stages

Festival Beneficiaries Press Conference

\$12.6

MILLION

**Economic
Impact**

\$1.2

MILLION

**To local
charities**

35k

Attendees

30+

**Countries
attended**

Economic Impact



Our Economic Impact St. Pat's in Five Points welcomes approximately 35,000 of a myriad of demographic attendees – children, families, college students and senior citizens – annually and has a \$12+ 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:

- **UPCOMING: Permanent Art Installation** - 2023
- **UPCOMING: Interactive Art Experience** - 2024
- **Harden Street Alleyway** - 2021
- **Murals from local artists such as Blue Sky, Chad Brady and Erbryon Barrett** – 1989, 2019, 2017, 2021
- **Beauti5 – A revitalization effort undertaken in a capacity never before seen in South Carolina** – 2010
- **Centennial Plaza at Santee and Blossom** - 2015
- **Additional Fountain at Blossom and Saluda** - 2007
- **Main Fountain Plaza** - 1997



**PRESENTING
SPONSOR**



STPATSCOLUMBIA.COM

PRESENTED BY

YOUR LOGO HERE

Presenting Sponsor 1 AVAILABLE **\$50k**

Take advantage of the opportunity to leverage the large marketing budget and the massive ad campaign utilized by the Five Points St. Patrick's Day Festival. Your logo will be prominently featured beside the name of the festival in all marketing communications.

Please contact us to set up an appointment to discuss these benefits in complete detail.



Presenting Sponsor

EVENT ACTIVATIONS

One complimentary 10x10 booth or space for interactive brand activation



- Official Kick-Off (OKO) to St. Pat's event
- Get to the Green Race
- St. Pat's in Five Points

MEDIA MENTIONS

- Radio commercials (company name mention)

BRAND PRESENCE

- Billboards
- Print ads
- Digital ads
- Five Points eblasts (65K+) and Post & Courier/Free Times eblasts (25K+)
- Five Points (54K+ followers) and St. Pat's (16K followers) social posts with tags
- Logo 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 donate promotional items for the Get to the Green Race Packets and VIP swag bags at St. Pat's
- Podium sign
- Banner at press conference
- Stage and Saluda's balcony banners during the OKO event
- Event posters
- Logo inclusion on 4 main music stages and entry/exit gate
- Pot O'Gold Playland Banner (sponsor provided)
- Get to the Green Bib Numbers, Start/Finish Line Banner (sponsor provided), participant t-shirt & swag
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY



**Lucky Leprechaun
VIP Passes**



**VIP Passes to St. Pat's
in Five Points**



**General Admission
to St. Pat's in
Five Points**



**Get to the Green
Registrations**



**Guaranteed
Parking Spots**



**St. Pat's
Parade Entry**



**Artist
Meet & Greet**



STAGE SPONSORS



Stage Sponsor

\$25k



Blossom Stage
1 AVAILABLE



Greene Stage
1 AVAILABLE



Saluda Stage
1 AVAILABLE



Santee Stage
1 AVAILABLE






Stage Sponsor

EVENT ACTIVATIONS

One complimentary 10x10 booth or space for interactive brand activation



-  Official Kick-Off (OKO) to St. Pat's event
-  Get to the Green Race
-  St. Pat's in Five Points

BRAND PRESENCE

- Stage banner
- Print ads
- Five Points eblasts (65K+) and Post & Courier/Free Times eblasts (25K+)
- Five Points (54K+ followers) and St. Pat's (16K followers) social posts with tags
- Logo 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 donate promotional items for the Get to the Green Race Packets
- Branded stage banner
- Banner at press conference announcing bands and post-festival announcing festival beneficiaries (sponsor provided)
- Stage and Saluda's balcony banners during the OKO event (sponsor provided)
- 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
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY



Lucky Leprechaun VIP Passes



VIP Passes to St. Pat's in Five Points



General Admission to St. Pat's in Five Points



Get to the Green Registrations



St. Pat's Parade Entry



Guaranteed Parking Spots



**ADDITIONAL
OPPORTUNITIES**



Official Kick-Off Event

1 AVAILABLE



EVENT ACTIVATIONS

- One complimentary 10x10 booth or space for interactive brand activation
- Opportunity to have company representatives dye the fountain green at the OKO event
- Company name mentions from stage during the OKO event

MEDIA MENTIONS

- On-air interview opportunities with the media

BRAND PRESENCE

- 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
- Stage and Saluda's balcony banners during the OKO event
- Event posters
- OKO T-shirts with company logo (sponsor provided)
- Five Points eblasts (65K+) and Post & Courier/Free Times eblasts (25K+)
- Five Points (54K+ followers) and St. Pat's (16K followers) social posts with tags
- Logo on OKO and St. Pat's event pages
- St. Pat's website with hyperlink
- Company name mention and quote in all press releases for the OKO event
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY



**Lucky
Leprechaun
VIP Passes**



**General
Admission to
St. Pat's in
Five Points**



**Get to
the Green
Registrations**



**St. Pat's
Parade Entry**



Lucky Leprechaun VIP Sponsor

3 AVAILABLE

\$7.5k

EVENT ACTIVATIONS

Opportunity to have an 8' table and tent with your brand exclusively featured in the VIP Suite and donate promotional items for the VIP swag bag.

BRAND PRESENCE

- Print ads
- Five Points eblasts (65K+) and Post & Courier/Free Times eblasts (25K+)
- Five Points (54K+ followers) and St. Pat's (16K followers) social posts with tags
- Logo on OKO, St. Pat's and Get to the Green Facebook event pages
- St. Pat's website with hyperlink
- Event posters
- Lucky Leprechaun Entry/Exit Banner
- Get to the Green participant t-shirt
- Invitation to St. Pat's in Five Points Appreciation Wrap Party



COMPLIMENTARY



Lucky Leprechaun VIP Passes



VIP Passes to St. Pat's in Five Points



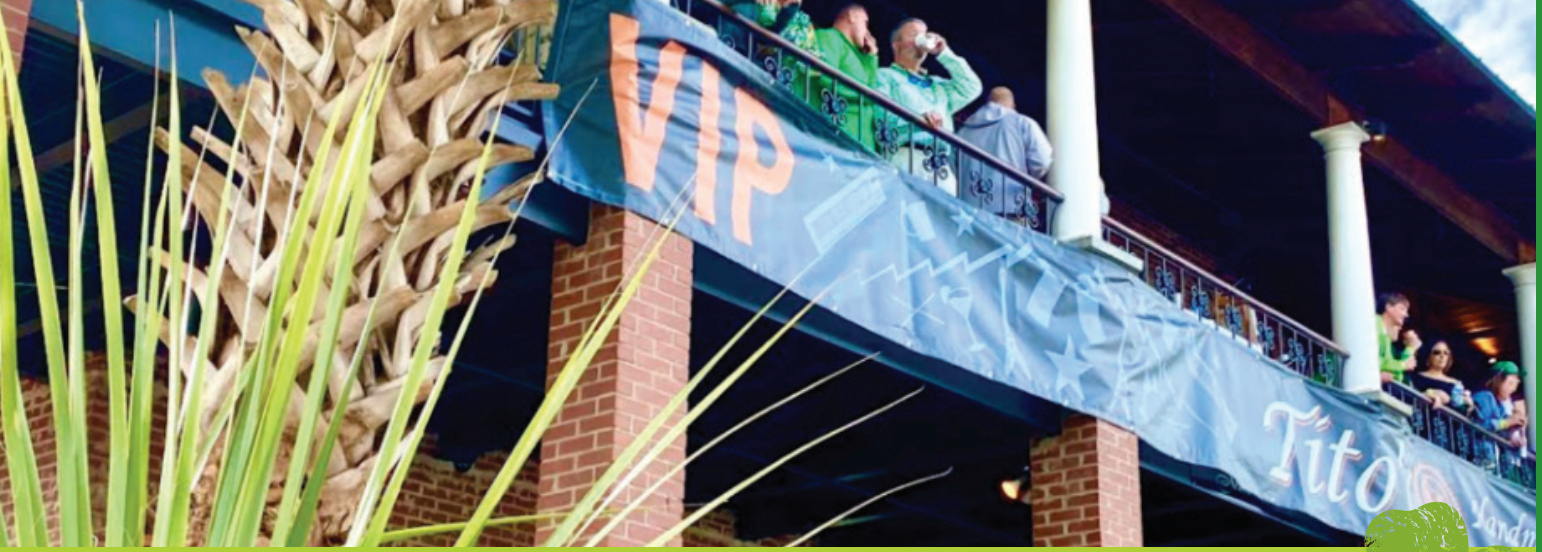
General Admission to St. Pat's in Five Points



Get to the Green Registrations



St. Pat's Parade Entry



Saluda's VIP

2 AVAILABLE

\$7.5k

EVENT ACTIVATIONS

Be one of the sponsors for the premier St. Patrick's Day VIP Experience. This is the ultimate VIP experience hosted at one of Columbia's premier fine dining establishments. Your brand will be served throughout the day and spotlighted by banners on the outside of Saluda's highly visible porch.

BRAND PRESENCE

- Print ads
- Five Points eblasts (65K+) and Post & Courier/Free Times eblasts (25K+)
- Five Points (54K+ followers) and St. Pat's (16K followers) social posts with tags
- Logo on OKO, St. Pat's and Get to the Green Facebook event pages
- St. Pat's website with hyperlink
- Stage and Saluda's balcony banners during the OKO event (sponsor provided)
- Event posters
- VIP Suite Entry/Exit Banner
- Get to the Green participant t-shirt
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY



Lucky Leprechaun VIP Passes



VIP Passes to Saluda's



General Admission to St. Pat's in Five Points



Get to the Green Registrations



St. Pat's Parade Entry



Modern Mocktail Lounge Sponsor 1 AVAILABLE

\$7.5k

EVENT ACTIVATIONS

Be one of the premier non-alcoholic spirit brands at the festival’s new mocktail lounge. Our attendees are interested in having more non-alcoholic options available and your product can featured in one of our specialty mocktails.

BRAND PRESENCE

- Print ads
- Five Points eblasts (65K+) and Post & Courier/Free Times eblasts (25K+)
- Five Points (54K+ followers) and St. Pat’s (16K followers) social posts with tags
- Logo on St. Pat’s and Get to the Green Facebook event pages
- St. Pat’s website with hyperlink
- Stage and Saluda’s balcony banners during the OKO event (sponsor provided)
- Event posters
- Modern Mocktail Lounge Entry/Exit Banner
- Get to the Green participant t-shirt
- Invitation to St. Pat’s in Five Points Appreciation Wrap Party

COMPLIMENTARY



Lucky Leprechaun VIP Passes



General Admission to St. Pat’s in Five Points



Get to the Green Registrations



St. Pat’s Parade Entry



Pop Up Irish Pub

1 AVAILABLE

\$7.5k

EVENT ACTIVATIONS

Your brand exclusively featured in the pop up irish pub and opportunity to sell merchandise, food and/or non-alcoholic beverages.

BRAND PRESENCE

- Print ads
- Five Points eblasts (65K+) and Post & Courier/ Free Times eblasts (25K+)
- Five Points (54K+ followers) and St. Pat's (16K followers) social posts with tags
- Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
- St. Pat's website with hyperlink
- Stage and Saluda's balcony banners during the OKO event (sponsor provided)
- Event posters
- Pop Up Pub Entry/Exit Banner
- Get to the Green participant t-shirt
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY



Lucky Leprechaun VIP Passes



General Admission to St. Pat's in Five Points



Get to the Green Registrations



St. Pat's Parade Entry



Pot O'Gold Playland Sponsor

1 AVAILABLE

\$7.5k

EVENT ACTIVATIONS

One complimentary 10x10 booth or space for interactive brand activation

BRAND PRESENCE

- Print ads
- Five Points eblasts (65K+) and Post & Courier/ Free Times eblasts (25K+)
- Five Points (54K+ followers) and St. Pat's (16K followers) social posts with tags
- Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
- St. Pat's website with hyperlink
- On site banners and signage throughout the Playland area
- Stage and Saluda's balcony banners during the OKO event (sponsor provided)
- Event posters
- Pot O'Gold Playland entry/exit gate and stage banners (FPA provided) and area banner (sponsor provided)
- Logo featured on re-entry wristband
- Get to the Green participant t-shirt
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY



Lucky Leprechaun VIP Passes



General Admission to St. Pat's in Five Points



Get to the Green Registrations



St. Pat's Parade Entry



Parade Sponsor

1 AVAILABLE

\$7.5k

EVENT ACTIVATIONS

- 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
- Visual representation to thousands of families

BRAND PRESENCE

- Print ads
- Five Points eblasts (65K+) and Post & Courier/Free Times eblasts (25K+)
- Five Points (54K+ followers) and St. Pat's (16K followers) social posts with tags
- Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
- St. Pat's website with hyperlink
- Stage and Saluda's balcony banners during the OKO event (sponsor provided)
- Event posters
- St. Pat's Parade 4x10 Walking Banner that kicks off parade (sponsor to provided walkers)
- Get to the Green participant t-shirt
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY



**Lucky
Leprechaun
VIP Passes**



**General
Admission to
St. Pat's in
Five Points**



**Get to
the Green
Registrations**



**St. Pat's
Parade Entry**



The Cube Sponsor

1 AVAILABLE

\$7.5k

EVENT ACTIVATIONS

Activation 10x10 with table “in The Cube” in the center of festival footprint

BRAND PRESENCE

- Print ads
- Five Points eblasts (65K+) and Post & Courier/Free Times eblasts (25K+)
- Five Points (54K+ followers) and St. Pat’s (16K followers) social posts with tags
- Company name listing Facebook event pages
- St. Pat’s website with hyperlink
- Stage and Saluda’s balcony banners during the OKO event (sponsor provided)
- Event posters
- The Cube Banner (scaffolding) x2 (FPA provided) and on tent below scaffolding x4 (sponsor provided)
- Get to the Green participant t-shirt
- Invitation to St. Pat’s in Five Points Appreciation Wrap Party

COMPLIMENTARY



Lucky Leprechaun VIP Passes



General Admission to St. Pat’s in Five Points



Get to the Green Registrations



St. Pat’s Parade Entry

Volunteer Sponsor

1 AVAILABLE

\$5k

ADDITIONAL OPPORTUNITIES

BRAND PRESENCE

- Company logo on all volunteer shirts
- Print ads
- Five Points eblasts (65K+)
- Five Points (54K+ followers) and St. Pat's (16K followers) social posts with tags
- Company name listing on OKO and St. Pat's FB event pages
- St. Pat's website with hyperlink
- Company name listed on St. Pat's in Five Points festival t-shirts
- 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
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY



Lucky Leprechaun VIP Passes



General Admission to St. Pat's in Five Points



Get to the Green Registrations



St. Pat's Parade Entry

Wristband Sponsor

1 AVAILABLE

\$5k

BRAND PRESENCE

- Company logo on 35,000 festival wristbands
- Print ads
- Five Points eblasts (65K+)
- Five Points (54K+ followers) and St. Pat's (16K followers) social posts with tags
- Company name listing on St. Pat's FB event page
- St. Pat's website with hyperlink
- Event posters
- Get to the Green participant t-shirt
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY



Lucky Leprechaun VIP Passes



General Admission to St. Pat's in Five Points



Get to the Green Registrations



St. Pat's Parade Entry

Water Bottle Sponsor

1 AVAILABLE

\$2.5k

ADDITIONAL OPPORTUNITIES

EVENT ACTIVATIONS

Have your company logo and weblink featured on water bottles at one of our hydration stations.

We will set up a 10 x 10 tent with coolers and tables. Your company representatives can distribute the water and talk about your business or we can provide volunteers to work your station.

Bottled water is sponsor-provided. However, we can also assist with the production of the bottles if needed.

BRAND PRESENCE

- Five Points eblasts (65K+) and Post & Courier/ Free Times eblasts (25K+)•Five Points (54K+ followers) and St. Pat's (16Kfollowers) social posts with tags
- Company name listing on OKO, St. Pat's and Get to the Green Facebook event pages
- St. Pat's website with hyperlink
- Invitation to St. Pat's in Five Points Appreciation Wrap Party



COMPLIMENTARY

4

Lucky
Leprechaun
VIP Passes

10

General
Admission to
St. Pat's in
Five Points





Ticket Sponsor

1 AVAILABLE

\$5k

BRAND PRESENCE

- Company logo on all festival tickets (printed and digital)
- Print ads
- Five Points eblasts (65K+)
- St. Pat's (16K followers) social posts with tags
- Company name listing on St. Pat's FB event page
- St. Pat's website with hyperlink
- Company name listed on St. Pat's in Five Points festival t-shirts
- Stage and Saluda's balcony banners during the OKO event (sponsor provided)
- Get to the Green participant t-shirt
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY



Lucky Leprechaun VIP Passes



General Admission to St. Pat's in Five Points



Get to the Green Registrations



St. Pat's Parade Entry



**GET TO
THE GREEN**

BASEBALL
GET TO THE GREEN 5K
1625
South Carolina



Get to the Green Title Sponsor

1 AVAILABLE

\$10k

EVENT ACTIVATIONS

- Invitation to include promotional items in registration bags (items to be supplied by sponsor)
- Invitation to set up a booth at the start or finish of the race
- Premier PA announcements during the event and awards ceremony for the Half Marathon
- Verbal recognition at award ceremony

BRAND PRESENCE

- Logo inclusion on specific distributed printed materials (flyers, registration forms, posters)
- Company logo on all event-specific shirts in primary position
- Company logo on all bibs along with bib sponsor logo
- Company name included on all Get to the Green press releases and PSAs
- Company logo on 6 finish line chute banners (68" x 32")
- Animated full-width banner ad on the Race Registration page with hyperlink
- St. Pat's website with hyperlink
- Announcement of company sponsorship on all social media sites (Facebook, Twitter, and Instagram for both the Five Points pages and St. Pat's pages)
- Invitation to include promotional items in registration bags (items to be supplied by sponsor)
- Inclusion in e-newsletter blast
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY



20
Lucky
Leprechaun
VIP Passes



20
Get to
the Green
Registrations



1
St. Pat's
Parade Entry



Medal Sponsor

1 AVAILABLE

\$2k

GET TO THE GREEN

EVENT ACTIVATIONS

Have your company name and logo featured exclusively on the lanyards for all race medals.

BRAND PRESENCE

- Animated full-width banner ad on the Race Registration page with hyperlink
- Announcement of company sponsorship on all social media sites (Facebook, Twitter, and Instagram for both the Five Points pages and St. Pat's pages)
- Invitation to include promotional items in race registration bags (items to be supplied by sponsor)
- Inclusion in e-newsletter blast
- St. Pat's website with hyperlink
- Invitation to St. Pat's in Five Points Appreciation Wrap Party

COMPLIMENTARY

5

Lucky Leprechaun VIP Passes

10

General Admission to St. Pat's in Five Points





Additional Race Sponsor Opportunities

SPONSOR BENEFIT	GOLD \$1,500	SILVER \$1,000	BRONZE \$750	T-SHIRT \$500	FRIEND \$300
Chute banners with company name/logo	4	2			
Mile Marker sign with company name/logo	☘	☘	☘		
Company name/logo event t-shirt	☘	☘	☘	☘	
Company name/link on the event page, emails, and results page	☘	☘	☘	☘	
Materials in all participant bags	☘	☘	☘	☘	☘
Verbal recognition at awards ceremony	☘	☘	☘	☘	☘
Race Entries	10	8	6	4	2



Custom Sponsor

UNLIMITED AVAILABLE

\$?k

Interested in sponsoring St. Pat's in Five Points or an activation opportunity different from the previous options? Let us help!

We are looking for unique, fun and engaging activations for your brand and would be happy to create a custom package tailored to your business.

Contact

Heather McDonald

Executive Director, Five Points Association

✉ info@fivepointscolumbia.com

📞 803.748.7373





2024 Partnership Application

To confirm your sponsorship, please email a completed copy of this application to info@fivepointscolumbia.com **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: _____ State: _____ Zip Code: _____

Phone: _____ /w _____ /c _____

Email: _____

Day of Site Contact: _____ Cell: _____

SPONSORSHIP LEVEL:

- | | |
|--|--|
| <input type="checkbox"/> Presenting - \$50,000 | <input type="checkbox"/> The Cube - \$7,500 |
| <input type="checkbox"/> Blossom Stage - \$25,000 | <input type="checkbox"/> Volunteer - \$5,000 |
| <input type="checkbox"/> Greene Stage - \$25,000 | <input type="checkbox"/> Wristband - \$5,000 |
| <input type="checkbox"/> Saluda Stage - \$25,000 | <input type="checkbox"/> Ticket - \$5,000 |
| <input type="checkbox"/> Santee Stage - \$25,000 | <input type="checkbox"/> Get to the Green Title - \$10,000 |
| <input type="checkbox"/> Official Kick-Off Event - \$5,000 | <input type="checkbox"/> Medal - \$3,000 |
| <input type="checkbox"/> Lucky Leprechaun VIP - \$7,500 | <input type="checkbox"/> Water Bottle - \$2,500 |
| <input type="checkbox"/> Pot O'Gold Playland - \$7,500 | <input type="checkbox"/> Custom Package - \$XX |
| <input type="checkbox"/> St. Pat's Parade - \$7,500 | |

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.



Contact

Heather McDonald

Executive Director, Five Points Association

info@fivepointscolumbia.com

803.748.7373

stpatscolumbia.com