Pride of the Fox

St. Patrick's Parade & Festivities

A Celebration of Loyalty, Friendship and Trust

Attracting thousands of attendees, the 2012 parade is scheduled for **Saturday March 10** at 11:00 am on Main Street from 6th St. to 4th Ave. in downtown St. Charles. The St. Patrick's Day Parade offers you a chance to be a part of this great community by sponsoring the upcoming parade. *Family Circle Magazine recently named St. Charles, IL the #1 community for families for 2011.* Pride of the Fox, Inc., a non-profit organization producing events in St Charles, is the NEW HOME for the St. Patrick's Day Parade. This group is also home to RiverFest, celebrating 30 years in 2012.

Discounts are available for multi-event Sponsorships!

Rose of Tralee "Presented By" Sponsor $5,500. Includes:

- Your name **branded** with the event in all marketing including posters, brochures, local newspaper ads, radio ads, social media, etc.
- Professional float (includes your company name) leading the parade carrying the grand marshal. This float is delivered to the parade with a driver. All you do is show up to the parade with your staff to ride on the float and have fun.
- Band sponsorship (custom banner)
- Recognition on www.prideofthefox.com
- Recognition on Pride of the Fox Facebook page.
- A 6' table and chairs at the festival tent after the parade, located at 1st Street on the Plaza for the opportunity to market your company (weather permitting).

Plaza Green Sponsor $2,500. Includes:

- Sponsorship of the festival activities at Plaza Green on 1st St including snacks and games for the kids along with live music (weather permitting).
- A 6' table and chairs at the festival tent after the parade, located at 1st Street at the Plaza for the opportunity to market your company (weather permitting).
- Sponsorship of a bag pipe band.
- A custom made banner announcing your company as the sponsor. (You must provide two walkers to carry the banner in front of the musical unit).
- Listing on printed marketing materials including posters, brochures and Thank You ads in the local newspapers
- Recognition on www.prideofthefox.com
- Recognition on Pride of the Fox Facebook page.

Emerald Pipe Band Sponsor $1,500. Includes:

- Sponsorship of a bag pipe band.
- A custom made banner announcing your company as the sponsor. (You must provide two walkers to carry the banner in front of the musical unit)
- The opportunity to market your company in the festival tent after the parade.
- Listing on printed marketing materials including posters, brochures and Thank You ads in the local newspapers
- Recognition on www.prideofthefox.com
- Recognition on Pride of the Fox Facebook page.

Celtic Professional Float Sponsor $1000. Includes:

- This professionally designed float of your choice (includes your company name). This float is delivered to the parade with a driver. All you do is show up to the parade with your staff to ride on the float and have fun.
- The opportunity to market your company in the festival tent after the parade.
- Listing on printed marketing materials including posters, brochures and Thank You ads in the local newspapers
- Recognition on www.prideofthefox.com
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Shamrock Entertainment Sponsor $500. Includes:

- Choose a sponsorship from the following: high school marching band, leprechauns on stilts, equestrian unit, leprechauns on mini bikes or promotional parade flags.
- Your name associated with the entry (signage, banner, etc.)
- Listing on printed marketing materials including posters, brochures and Thank You ads in the local newspapers
- Recognition on www.prideofthefox.com
- Recognition on Pride of the Fox Facebook page.

Blarney Sponsor $250. Includes:

- Cost to enter your Political Entry.
- Listing on brochures and Thank You ads in the local newspapers
- Recognition on Pride of the Fox Facebook page.

Gaelic Sponsor $200. Includes:

- Cost to enter your own Business Float or Entry.
- Listing on brochures and Thank You ads in the local newspapers
- Recognition on Pride of the Fox Facebook page.

Pride of St. Charles Sponsor $25. Includes:

- Embrace the true essence of the parade, Celebrating Loyalty, Friendship and Trust by sponsoring the Not for Profit, Charitable, Fraternal and Religious Entries. Becoming a Pride of St. Charles Sponsor enables these special groups to participate for no charge in the parade.
- Listing on brochures and Thank You ads in the local newspapers

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Theme must be consistent with St. Patrick's Day
For more information on designing a sponsorship package tailored to your business,
contact Pride of the Fox at 630-444-7460 or email parades@prideofthefox.com.
All entry fees & donations are nonrefundable.
Pride of the Fox, Inc. reserves the right to use photographs taken at this event for future promotions.

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Entry and Sponsorship Form

- **Parade Dates/Time** — Saturday March 10, 2012 11:00AM. Rain or Shine!
- **Entry Form Deadline:** — February 17, 2012-First Come, First Serve-parade is limited to 90 entries.
- **Parade Route** — Downtown St. Charles on Main St. from 6th St. to 4th Ave.
- **Insurance** — All Entries are required to provide a certificate of insurance.
- **Rules** — No throwing is allowed. All entries must follow the parade regulations.
- **Awards:** — "Best Entry" in Business, Children's, and Non-Profit categories. Paid professional entries are not judged.

Ask about the Discounts available for multi-event Sponsorships!

Make checks payable to Pride of the Fox, Inc. Payment due upon receipt of entry form in order to reserve your spot. Entries will NOT be able to participate without full payment and necessary documentation before event.

Please mail, email or fax your registration to:
Pride of the Fox, Inc.
PO Box 3005
St. Charles, IL 60174
Phone 630-444-7460 Fax: 630-443-7047 parades@prideofthefox.com

Group/Business Name_____

Contact Name_____

Street_____

City_____Zip_____email_____

Phone_____Fax_____

Describe your entry;_____

_____

_____

Type & size of vehicle, animals, music, etc.; information to be used for line up area and for parade announcing at the viewing stand.

Rose of Tralee "Presented By" Sponsor	**$5500.00**	_____
Plaza Green Sponsor	**$2500.00**	_____
Emerald Band Sponsor	**$1500.00**	_____
Celtic Professional Float Sponsor	**$1000.00**	_____
Shamrock Entertainment Sponsor	**$500.00**	_____
Blarney Sponsor (Political Entry)	**$250.00**	_____
Gaelic Sponsor (Business Entry)	**$200.00**	_____
Pride of St. Charles Sponsor	**$25.00 x ___**	_____
Non-Profit		**FREE**
Late Fee (after February 17th)	**$25.00**	_____

All donations and sponsorships are non refundable. Pride of the Fox, Inc. reserves the right to use the photographs taken at this event for future promotions. The parade is produced by the volunteers and committee members from Pride of the Fox, Inc.

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2012 Parade Regulations

- All entries must submit a certificate of insurance to Pride of the Fox, Inc. at least one week prior to parade day.
- All entries must lineup at their assigned times. Late arrivals may be re positioned to the **END** of the parade.
- All entries must reflect the St. Patrick's theme.
- All parade participants are prohibited from **throwing** anything from their units (i.e. candy, toys) due to the physical injury, danger, insurance and littering problems. This is a police order and the St. Charles Police Department will cite violators. You **may**, however, have a walker distribute items along the parade route next to your entry.
- No spraying of water or other liquids from units.
- No alcoholic beverages are allowed.
- No pyrotechnics are allowed.
- All units must be ready to move on cue, or the next unit will precede the delayed unit. The delayed unit will proceed only at the convenient time as determined by the parade officials.
- All applicants are responsible for any and all acts and/or omission on their part, or on the part of their agents and/or employees, which may result in injury or damage to themselves or third parties.
- Judging will take place during the parade. Awards will be given in three categories; Children's, Non profit, and business. Paid professional entries will not be eligible for judging. Winners will be contacted the week after the parade.
- All applicants are required to abide by the rules and regulations established by Pride of the Fox, Inc. and by the laws of the State of Illinois and the City of St. Charles.

The Pride of the Fox St. Patrick's Parade is presented for the public as an educational and entertainment event and reserves the rights as producers. Pride of the Fox, Inc. reserves the right to use the photographs taken at this event for future promotions. The parade and events are produced by the volunteers and committee members from Pride of the Fox, Inc.