2027

CORPORATE SPONSORSHIP OPPORTUNITIES

Be Part of the Tradition

Support Irish heritage. Celebrate community. Make an impact.

Charleston, South Carolina

A FAMILY-FRIENDLY CELEBRATION

of Irish and Irish American culture in historic downtown Charleston. Sponsorship support helps sustain the parade and benefit local charitable partners and schools.

2027 Sponsorship Packet

OUR STORY

A Charleston Tradition

Celebrating Irish heritage while strengthening the Lowcountry community.



The Charleston St. Patrick's Day Parade Committee, Inc. is a 501(c)(3) charitable organization and the official sponsor of the Charleston St. Patrick's Day Parade in historic downtown Charleston, South Carolina.

With the continued generosity of loyal sponsors, the Committee has been able to contribute to wonderful organizations and individuals throughout the Lowcountry while sharing Irish heritage and culture through an annual tradition enjoyed by thousands.

THE PARADE DAY

The celebration begins with Mass at St. Patrick's Church on Radcliffe Street. The parade steps off at King and Radcliffe and ends at the Cathedral of St. John the Baptist on Broad Street, with family-friendly celebrations continuing throughout the city.

OUR MISSION

To celebrate and preserve Irish and Irish American heritage through a welcoming, family-friendly parade while bringing the Lowcountry together, supporting charitable organizations and local schools, and sustaining a treasured Charleston tradition for future generations.

A MEANINGFUL PARTNERSHIP

Benefits of Sponsoring the Parade

Put your brand alongside a beloved community celebration.

01

Reach thousands

Introduce your business to parade attendees and potential customers in a lively, community-centered setting.

02

Build local goodwill

Demonstrate your commitment to Charleston, the Lowcountry, and the organizations and schools that benefit from community support.

03

Be seen across channels

Depending on sponsorship level, receive visibility through parade marketing, the website, booklet, social media, paid ads, and the Facebook event page.

04

Create an experience

Eligible sponsors can participate in the parade, including a complimentary float at Gold, Silver, and Bronze levels.

05

Connect beyond parade day

Receive invitations to other Irish community events and build relationships with people who share a love of Charleston's traditions.

06

Help sustain a tradition

Your support offsets event costs, helps increase net funds for charity partners and local schools and helps secure the parade’s future.

YOUR PARTNERSHIP MAKES A DIFFERENCE

Sponsorships help cover parade costs and strengthen charitable impact across the Lowcountry.

FIND YOUR FIT

Corporate Sponsorship Levels

Every level helps preserve a treasured family event in the Lowcountry.

GOLD
$10,000

- Named Presenting Sponsor of the Parade
- Company name or logo as Presenting Sponsor on all marketing materials
- Presenting sponsor recognition in radio and TV advertisements
- Prominent logo placement on multiple pages of the parade website
- Prominent full-page ad in the Parade Booklet
- Dedicated viewing location on the parade route
- Parade entry with complimentary float
- Complimentary hotel stay with a partnering downtown Charleston event hotel
- Recognition on sponsorship "Thank-You" banner
- Mentions on social media platforms and paid ads
- Company name or logo on the Facebook event page
- Invitation to other Irish community events

SILVER
$5,000

- Company logo (linked) on the parade website
- Full-page ad in the Parade Booklet
- Company logo on digital and printed marketing materials
- Parade entry with complimentary float
- Mentions on social media and logo on paid social media ads
- Recognition on sponsorship "Thank-You" banner
- Company name or logo on the Facebook event page
- Invitation to other Irish community events

BRONZE
$2,500

- Company logo (linked) on the parade website
- Full-page ad in the Parade Booklet
- Parade entry with complimentary float
- Invitation to other Irish community events
- Recognition on sponsorship "Thank-You" banner
- Mentions on social media
- Company name or logo on the Facebook event page

All sponsorship levels are customizable to maximize your value.



Let's Make History Together

Thank you for considering a partnership with the parade.

Charleston St. Patrick's Day Parade Committee, Inc.

Email: info@charlestonstpatricksdayparade.com

Phone: (843) 200-5623

P.O. Box 31256
Charleston, SC 29417

Historic downtown Charleston, South Carolina

YOUR SUPPORT HELPS KEEP THE TRADITION ALIVE

We welcome the opportunity to customize a sponsorship to fit your goals.

CHARLESTON ST. PATRICK'S DAY PARADE • 2027