

# A Global Virtual Celebration



Wednesday, March 17th, 2022

Register at  
[SoberStPatricksDay.org](https://SoberStPatricksDay.org)

## What Our Guests Say...



"PROBABLY THE MOST IMPORTANT EVENT SINCE  
ST. PATRICK'S DAY PARADES STARTED."  
- MALACHY MCCOURT



"I WAS LOOKING FOR SOMETHING THAT WE  
COULD DO WITH THE KIDS. AS SOON AS WE HEARD  
ABOUT IT WE GOT OUR TICKETS. THIS IS WHAT I  
HAVE BEEN LOOKING FOR!"  
- MURPHY FAMILY

## What Our Entertainers Say...



"WE LOVE TO PERFORM AT SOBER ST. PATRICK'S  
DAY® BECAUSE TRADITIONALLY WITH OTHER GIGS  
ON MARCH 17, NOBODY IS LISTENING TO US IN  
THE BARS BECAUSE IT'S SO CRAZY."  
- BRIAN CONWAY, 5-TIME ALL IRELAND FIDDLER

For over a decade we have brought together partners,  
entertainers, leaders and the Irish diaspora for one magnificent  
Irish party. Please join us as we continue to honor and celebrate  
the brilliance of Irish culture and the legacy of St. Patrick on  
March 17!

Register today:  
[SoberStPatricksDay.org](http://SoberStPatricksDay.org)



# Sober St. Patrick's Day® Foundation, Inc

## Mission

To reclaim the true spirit of St. Patrick's Day by changing the perception and experience from an occasion for binge drinking and other misuse of alcohol to a celebration of the richness of Irish culture and the legacy of St. Patrick.

## Core Values:

At the heart of what we do is “Sláinte” — an Irish toast that actually translates to “health.” In “Reclaiming the Day” we also seek to “Reclaim Sláinte” — a sincere embrace and toast to health — fueled by Irish culture, the saint himself, and healthy and safe celebrations.

- **Irish Culture**

The beauty and uniqueness of Irish culture — its music, dance and storytelling traditions that honor our family-centric and faith-based roots.

- **St. Patrick**

The life and legacy of St. Patrick, a former slave who became a bishop and patron saint of Ireland, and the importance of Saint Patrick's Day as a social and spiritual opportunity to honor St. Patrick's enduring cultural influence.

- **Healthy & Safe Celebrations**

Enjoying St. Patrick's Day and Irish culture in a positive environment that provides an alternative experience to binge drinking — particularly for young people.

Sláinte  
Health

# Sponsorship Opportunities

## Patron | Global Diaspora | Spirit

Sober St. Patrick's Day Sponsorship Packages are inspired by Ireland's **Patron** Saint, his **Global** reach, the passionate Irish **Diaspora**, and his alive and well **Spirit**.

By contributing to the Sober St. Patrick's Day Foundation, Inc., you will help us reach our goal of providing non-alcoholic celebrations of St. Patrick's Day around the world. We are grateful for your support in this noble effort.

### **Patron Gold \$10,000**

- Exclusive, Live interview stream with Sam Kelly, The Tweeting Goddess, to Sober St. Patrick's Day's LinkedIn, Twitter & Facebook Pages
- Opportunity to speak at the live event and introduce an entertainer
- 30 Second Vlog "thank you" from Sam Kelly or party musician to be used for your marketing purposes
- Prime logo positioning on the Sober St. Patrick's Day website
- Ten (10) Exclusive, VIP tickets to the event
- Sober St. Patrick's Day "Swag Bag"
- Acknowledgement during the live event
- Mentioned on Sober St. Patrick's Day Social Media



## **Global Partner \$5,000**

- Exclusive, Live interview stream with Sam Kelly, The Tweeting Goddess, to Sober St. Patrick's Day's LinkedIn, Twitter and Facebook Pages
- 30 Second Vlog "thank you" from Sam Kelly or party musician to be used for your marketing purposes
- Prime logo positioning on the Sober St. Patrick's Day website
- Six (6) Exclusive, VIP tickets to the event
- Sober St. Patrick's Day "Swag Bag"
- Acknowledgement during the live event
- Mentioned on Sober St. Patrick's Day Social Media

## **Diaspora Champion \$1,000**

- Exclusive, Live interview stream with Sam Kelly, The Tweeting Goddess, to Sober St. Patrick's Day's LinkedIn, Twitter and Facebook Pages
- Sober St. Patrick's Day "Swag Bag"
- Four (4) passes to the in person event in New York City
- Acknowledgement during the live event
- Listed on Sober St. Patrick's Day Website
- Mentioned on Sober St. Patrick's Day Social Media

## **Spirit of St. Patrick \$500**

- Sober St. Patrick's Day "Swag Bag"
- Two (2) passes to the in person event in New York City
- Acknowledgement during the live event
- Listed on Sober St. Patrick's Day Website
- Mentioned on Sober St. Patrick's Day Social Media

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**SoberStPatricksDay.org**



## ABOUT SOBER ST. PATRICK'S DAY®

The mission of Sober St. Patrick's Day ® is to reclaim the true spirit of St. Patrick's Day by changing the perception and experience from an occasion for binge drinking and other misuse of alcohol to a celebration of the richness of Irish culture and the legacy of St. Patrick.

Sober St. Patrick's Day ® was created by award-winning theater and television producer, William Spencer Reilly, who almost lost a member of his family to addiction in 2004. He first proposed the idea to leaders in the recovery and Irish American communities; a pitch that led, one year later, to the 2012 inaugural party.

The party has taken many forms over the years, from in-person to virtual. No matter how the party is able to be held, the Sober St. Patrick's Day ® Foundation, Inc. Board of Directors strive to create the finest celebration of Irish heritage that reaches a global audience.

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