

32ND ANNUAL

John Martin's[®]

EST. 1989

ST. PATRICK'S

STREET FESTIVAL

BENEFITING THE LI'L ABNER FOUNDATION

SPONSORSHIP EVENT DECK



ABOUT JOHN MARTIN'S ST. PATRICK'S STREET FESTIVAL

JohnMartin's invites you to be a part of **Miami's biggest St. Patrick's Day Festival**—a signature event that has been a cornerstone of the community for over 30 years! This exciting two-day festival draws thousands of people to the streets of **Coral Gables** to indulge in delicious food and drink, celebrate Irish culture, and enjoy live entertainment.

With over **400 whiskeys**, craft beers, and festive cocktails, paired with **live bands, food stations, and interactive games**, the **32nd Annual St. Patrick's Day Street Festival** promises a lively and unforgettable celebration. This is a unique opportunity for your company to showcase your brand to a diverse, engaged audience in a dynamic, high-energy environment.

ABOUT THE LI'L ABNER FOUNDATION

The Li'l Abner Foundation, established in 2009, is a 501(c)(3) nonprofit organization dedicated to enhancing the lives of Miami-Dade County residents by providing free educational, recreational, and health services to underprivileged youth.

Their programs include after-school tutoring led by certified teachers, dance classes in Jazz, Hip Hop, and Ballet, Taekwondo instruction focusing on discipline and self-confidence, and an official USA Archery club offering the Junior Olympic Archery Development program.

WHY PARTNER WITH US?

VISIBILITY & EXPOSURE:

With an expected attendance of over 12,000 guests, your brand will be front and center at one of Miami's most iconic and well-loved festivals.

COMMUNITY ENGAGEMENT:

As a partner, you'll be aligned with an event that brings people together to celebrate culture, tradition, and good times. You will be able to connect with a community in real time with support of the chamber, the city, and all the local business in the Coral Gables area that benefit from the traffic.

TARGETED AUDIENCE:

The festival attracts a broad audience, including families, young professionals, tourists, & corporate groups. Your brand will be showcased to an engaged demographic with diverse interests.

BRAND POSITIONING:

Elevate your company's reputation by associating with a well-established, respected event that offers a lively and festive atmosphere.

EXCLUSIVE BRAND PRESENCE:

Enjoy the unique opportunity to align your brand with the excitement of the festival, giving your company high-impact exposure in one of Miami's





BREAKING DOWN THE NUMBERS: ST. PATRICK'S STREET FESTIVAL

1M
OVER 1 MILLION
IMPRESSIONS

296K
OVER 296K
REACH

27K
OVER 27K
PAGE VISITS

14K
OVER 14K
TICKETS SOLD



SPONSORSHIP TIERS

We offer a range of sponsorship opportunities designed to fit every marketing budget, all with the goal of maximizing your brand's exposure and engagement during the festival.

PRESENTING SPONSOR | \$10,000

EXCLUSIVE BENEFITS

- **Presenting Sponsor Recognition:** Your company will receive prominent recognition as the Presenting Sponsor of the event.
 - Logo integrated into all official event marketing materials
 - Logo prominently displayed on outdoor stage
 - Logo placement on entrance structure as presenting sponsor
 - Logo featured on the event website
 - Presenting sponsor recognition on social platforms, ads, email promotion, & press releases
 - Company highlighted during key event announcements as the Platinum Presenting Sponsor
- **Custom Activation Area:** A branded 20x10 area at the festival, offering a unique opportunity for direct engagement with festival guests through interactive games, product sampling, or promotional activities.
- **In-Event Branding:** Your logo will be displayed prominently across key touchpoints within the festival, including festival signage, bar stations, food booths, and other high-traffic areas, ensuring maximum visibility throughout the event.
- **Social Media Mentions:** Comprehensive pre-event, during-event, and post-event social media inclusion across JohnMartin's platforms (Instagram, Facebook, & Twitter).
 - Dedicated posts promoting your sponsorship.
 - Stories and reels collaborating with your brand.
 - A feature on the official event recap shared across all social media channels.
- **On-Site Announcements:** Regular announcements throughout the festival will highlight your company's involvement, ensuring your brand remains top of mind for attendees.
- **Food and Beverage Tab:** A \$750 credit for food and beverages at the festival, exclusively for your organization's team or invited guests. Details to be discussed (\$250 food/ \$500 beverage)
- **JohnMartin's Whiskey Society Membership:** 1-year membership to the JohnMartin's Whiskey Society including an exclusive member locker with \$500 bottle credit (\$1,500 value)





GOLD SPONSOR | \$5,000

EXCLUSIVE BENEFITS

- **Logo Placement:** Showcase your brand across event marketing materials, including the event website, posters, email newsletters, and digital promotions, ensuring consistent exposure to the festival audience.
 - Logo integrated into all official event marketing materials
 - Logo featured on the event website
 - Logo inclusion on social platforms, ads, email promotion, & press releases
 - Company highlighted during key event announcements
- **Entertainment Sponsorship:** Gain recognition as an Entertainment Sponsor with your logo featured on indoor entertainment area. Your brand will be associated with live performance during festival.
- **Branded Activation Area:** Engage directly with festival attendees through a 10x10 dedicated area. This space is ideal for hosting interactive activations, product displays, or giveaways to connect with festival-goers
- **In-Event Branding:** Your logo will be displayed across key touchpoints within the festival, including festival signage, bar stations, food booths, and other high-traffic areas, ensuring maximum visibility throughout the event.
- **Social Media Promotion:** Benefit from targeted mentions on JohnMartin's social media platforms
 - Dedicated posts promoting your sponsorship
 - Stories and reels collaborating with your brand
 - A feature on the official event recap shared across all social media channels
- **Food and Beverage Tab:** A \$500 credit for food and beverages at the festival (\$200 food / \$300 beverage), exclusively for your organization's team or invited guests.

SILVER SPONSOR | \$2,500

EXCLUSIVE BENEFITS

- **Logo Placement:** Showcase your brand across event marketing materials, including the event website, posters, email newsletters, and digital promotions, ensuring consistent exposure to the festival audience.
 - Logo integrated into all official event marketing materials
 - Logo featured on the event website
 - Logo inclusion on social platforms, ads, & email promotion
- **In-Event Branding:** Your logo will be displayed across key touchpoints within the festival, including festival signage, bar stations, food booths, and other high-traffic areas, ensuring maximum visibility throughout the event.
- **Game Area Sponsor:** Sponsorship recognition on branded games area with prominently displayed signage.
- **Social Media Promotion:** Benefit from targeted mentions on JohnMartin's social media platforms,
 - Dedicated posts promoting your sponsorship
 - Stories and reels collaborating with your brand
 - A feature on the official event recap shared across all social media channels





COMMUNITY SUPPORTER | \$1,000

EXCLUSIVE BENEFITS

- **Logo Placement:** Showcase your brand across event marketing materials, including the event website, posters, email newsletters, and digital promotions, ensuring consistent exposure to the festival audience.
 - Logo integrated into all official event marketing materials
 - Logo inclusion on social platforms, ads, & email promotion
- **In-Event Branding:** Your logo will be displayed across key touchpoints within the festival, including food booths, and other high-traffic areas, ensuring visibility throughout the event.
- **Social Media Promotion:** Benefit from targeted mentions on JohnMartin's social media platforms,
 - Stories and reels including your company logo
 - Brand included in the official event recap shared across all social media channels

ADDITIONAL OPPORTUNITIES FOR CUSTOM SPONSORSHIPS

If your company is interested in a more customized sponsorship experience, we are happy to discuss specific opportunities including:

- **Exclusive Drink Naming Rights** (e.g., “The [Company Name] St. Patrick’s Day Special”)
- **Photo Booth Sponsorship**
- **Corporate VIP Packages** (extra access and premium services)
- **Custom Product Sampling Opportunities**





CONTACT US

We would love to work with you to create a partnership that suits your brand's goals and objectives. Please contact us to discuss sponsorship details and secure your spot at the **32nd Annual JohnMartin's St. Patrick's Day Street Festival**.

Contact Information:

Sponsorship Coordinator

Emily Bronzatti

Phone: 786.556.8937

Email: emily@breakwaterhg.com

Thank you for considering a partnership with the **JohnMartin's St. Patrick's Day Street Festival**. We look forward to celebrating with you and showcasing your brand to thousands of excited festival-goers!

Join us for the Luck of the Irish!



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HOSPITALITY GROUP

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