

KC St. Patrick's Day Parade

2026 Sponsorships



Address

PO Box 413673

Kansas City, MO 64141

Website

www.kcirishparade.com

Contact:

sponsorships@kcirishparade.com



Mission Statement

The Kansas City St. Patrick's Day Parade Committee exists to promote Kansas City's annual St. Patrick's Day parade, a nationally recognized event that fosters a greater awareness of the metropolitan area's rich Irish heritage, and supports many local humanitarian, social and cultural endeavors.

The Kansas City St. Patrick's Day Parade Committee is committed to:

1. Presenting a fun, safe, and family-friendly parade
2. Providing opportunities for Irish organizations and individuals, as well as people from all ethnic backgrounds, to participate in the Parade and compete in the various prize categories
3. Effectively manage the marketing, logistics, and finances of the Parade and related fund-raising events throughout the year
4. Supporting local humanitarian agencies such as Harvesters Community Food Network, Children's Mercy Hospital, and The Kansas City Irish Center
5. Creating a greater sense of community among Americans of Irish descent and all other ethnic groups that uniquely contribute to the quality and vitality of the Kansas City area





2025 Parade

Highlights



Parade Attendance: 60,000+

Parade Theme: Irish Wit and Wisdom

Grand Marshal: Ronan Collins

Mike Murphy Honorary Irishperson:
Tom Shawver

Cullinan Family Spirit Award: Bill
Mahoney Family

Irish Flagbearer: Katie Baldwin

Parade Viewership Fox4: 35,000+



Community Involvement

GO FOR THE GREEN FOOD DRIVE

Recognizing the desperate need to confront local hunger in our community, the Parade Committee set out to make an impact that has become a tradition. In 1985, the 'Go for the Green' Food Drive was established in coordination with Harvesters.

The food drive is a unique opportunity to combat hunger at a time of the year when the food supplies typically need to be replenished, having been depleted during the holiday season. The food drive runs from February 1 through March 17.

CHILDREN'S MERCY HOSPITAL BRIGADE

Each year a select group of mascots, clowns, officers, firefighters, military personnel and Parade Committee volunteers visit Children's Mercy Hospital the morning of the Kansas City St. Patrick's Day Parade.

We try to bring the family-fun activities that surround the Parade to those children that are unable to attend on their own.



Sponsorship Opportunities

Sponsorships are a critical part of the funding for the parade, accounting for over 40% of our income. We have partners that provide us with in-kind donations valued at less than \$1000 up to sponsors contributing tens of thousands of dollars towards expenses.

We have several levels of sponsorships available, all of which provide the following, as well as exposure on all our high traffic social media outlets.

Custom sponsorship levels are available. We realize each sponsor is unique and we strive to make their contribution meaningful to them as well as the parade.

\$10,000 Emerald Sponsor

- Complimentary parade entry with mention of business name during live TV broadcast
- Logo/Business name included on all public advertising
- Two (2) vendor locations on the parade route
- 10 passes to the VIP area on the day of the parade
- Four (4) tickets to the Dignitaries Reception the evening before the parade
- Corporate banner displayed on the parade route
- Recognition on our website for one (1) year with link to your business
- Seven (7) mentions on social media during the parade season
- One (1) team entry (4 players) to the Rub O' the Green Golf Tournament in August
- One (1) hole sponsor sign at the Rub O' the Green Golf Tournament in August

\$5,000 Gold Sponsor

- Complimentary parade entry or two vendor locations
 - Eight (8) passes to the VIP area on parade day
 - Corporate banner displayed on the parade route
 - Recognition on our website for one (1) year with link to your business
 - Five (5) mentions on social media during the parade season
 - One (1) team entry (4 players) to the Rub O' the Green Golf Tournament in August
 - One (1) hole sponsor sign at the Rub O' the Green Golf Tournament in August
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Sponsorship Opportunities

\$2,500 Silver Sponsor

- Complimentary parade entry or two vendor locations
- Four (4) passes to the VIP area on parade day
- Corporate banner displayed on the parade route
- Recognition on our website for one (1) year with link to your business
- Three (3) mentions on social media during the parade season



\$2,000 Crosswalk Sponsor

- Corporate banner displayed on the parade route in the specific crosswalk sponsored
- Recognition on our website for one (1) year with link to your business
- Two (2) passes to the VIP area on parade day

\$1,000 Friend of the Parade

- Complimentary parade entry or one vendor location
- Recognition on our website/social media during parade season
- Mention on social media during the parade season
- Two (2) passes to the VIP area on parade day

\$500 Division Sponsor

- Logo attached to the banner of a single division on the parade route

\$300 Golf Cart Sponsor

- Logo on sign attached to one of the golf carts used on the day of the parade along the route



2025 Parade Sponsors



Thank You

We appreciate your consideration of sponsoring our parade, and hope to count you as a supporter in 2026! To become a sponsor please reach out to sponsorships@kcirishparade.com for more information.



Facebook

www.facebook.com/kcirishparade

Instagram

[@kcirishparade](https://www.instagram.com/kcirishparade)

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