



**AGENDA ITEM EXECUTIVE SUMMARY**

Title:	Consideration of Request from Pride of the Fox for City of St. Charles to serve as Title Sponsor of 2012 St. Patrick's Day Parade
Presenter:	Brian Townsend/Alderman Bessner

*Please check appropriate box:*

<input type="checkbox"/>	Government Operations	<input type="checkbox"/>	Government Services
X	Planning & Development (2/13/12)	<input type="checkbox"/>	City Council
<input type="checkbox"/>	Public Hearing	<input type="checkbox"/>	

Estimated Cost:	\$5,500	Budgeted:	YES	<input type="checkbox"/>	NO	XX
-----------------	---------	-----------	-----	--------------------------	----	----

If NO, please explain how item will be funded:

**Executive Summary:**

Pride of the Fox, Inc. submitted a request for the City of St. Charles to consider being the Title (Rose of Tralee) Sponsor for the 2012 St. Patrick's Day Parade scheduled for Saturday, March 10, 2012. Alderman Bessner has requested that this matter be discussed by the Planning & Development Committee so that the City Council can consider providing funding support for the event.

The city already provides financial support to the parade via a 50% subsidy in the cost of city services. In 2011, total city costs were \$6,628.56, of which 50% (\$3,314.28) were billed to the Chamber of Commerce (2011 event organizer).

If the City Council is inclined to support the request, a budget amendment will be required as the expense is not included in the FY11-12 budget. The committee should also consider whether a same or similar amount should be budgeted in FY12-13 and beyond to support the event.

In addition, the committee should provide guidance as to whether the city is willing to provide monetary support to other parades, festivals, and events that may be held in the community.

**Attachments:** *(please list)*

Letter from Pride of the Fox, Inc.  
E-mail correspondence from Ald. Bessner

**Recommendation / Suggested Action** *(briefly explain):*

Recommend that the Planning & Development Committee consider the request and direct staff accordingly.

*For office use only:*

*Agenda Item Number: 3a*



P.O. Box 3005  
Saint Charles, IL 60174  
630.444.7460  
630.443.7047 Fax  
info@prideofthefox.com  
www.Prideofthefox.com

**Directors**

Ed Bessner  
Amy Egolf  
Julie Farris  
Lori Hewitt  
Pat Hofstetter  
Sue McDowell  
Jon Olson  
Brian Townsend

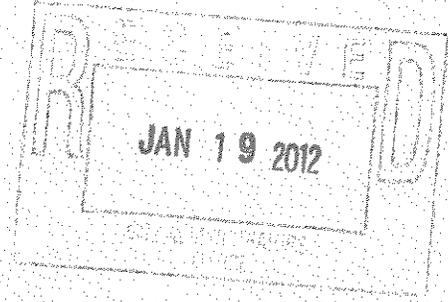
**Ex. Officio**

Erik Mahan -  
St. Charles Police  
Department  
Dave Johnson -  
St. Charles Park District

*Pride of the Fox, Inc. is a not-for-profit organization that provides residents and visitors with year-round family style entertainment, by producing and promoting free festivals and city-wide holiday celebrations.*

Wednesday, January 18, 2012

Mr. Brian Townsend  
City Administrator  
City of St. Charles  
2 E. Main Street  
St. Charles, IL 60174



Dear Mr. Townsend:

Pride of the Fox, Inc. was created in 2009 by a group of dedicated volunteers and residents. The purpose of the not-for-profit was to initially take over the production of RiverFest, a long running festival in St. Charles. The long term vision of our organization has always been to produce year round events benefiting the City of St. Charles.

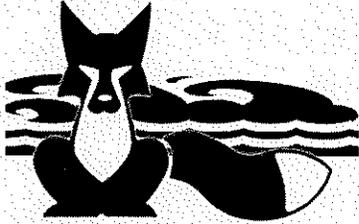
In implementing that vision, we have expanded to include another city favorite, the St. Patrick's Parade. Pride of the Fox will be producing and promoting the parade along with added festivities and fundraisers in 2012.

Committees are currently analyzing other events that would benefit the community of St. Charles including a ladies retail event in the spring of 2013 and additional holiday activities.

Our request from you and the City of St. Charles is to be "Title" sponsor of the events we will be producing in the 2012 / 2013 fiscal year. Packages would include the city of St. Charles' name being branded with the activity, a yearly marketing program along with pages of benefits specific to each event.

The total financial commitment needed for sponsorship would be dependent upon the amount and type of events the city requests Pride of the Fox to produce. We would entertain and encourage discussions regarding possible additions to our line-up of events.

Your representative would be provided with pre and post event reports including budget analysis and marketing reports as well as any other pertinent information requested.



*Pride of the Fox*

P.O. Box 3005  
Saint Charles, IL 60174  
630.444.7460  
630.443.7047 Fax  
info@prideofthefox.com  
www.Prideofthefox.com

**Directors**

Ed Bessner  
Amy Egolf  
Julie Farris  
Lori Hewitt  
Pat Hofstetter  
Sue McDowell  
Jon Olson  
Brian Townsend

**Ex. Officio**

Erik Mahan -  
St. Charles Police  
Department  
Dave Johnson -  
St. Charles Park District

*Pride of the Fox, Inc. is a  
not-for-profit organization  
that provides residents and  
visitors with year-round  
family style entertainment,  
by producing and  
promoting free festivals  
and city-wide holiday  
celebrations.*

We thank you for your consideration of our request, and look forward to hopefully partnering with the City of St. Charles in 2012.

Regards,

Julie M. Farris  
Executive Director

Cc:

Mayor Donald DeWitte  
Brian Townsend, City Administrator  
Hon. Daniel Stellato  
Hon. Jon Monken  
Hon. Rita Anne Payleitner  
Hon. Clifford X. Carrignan  
Hon. Ray Rogina  
Hon. William Turner  
Hon. James E. Martin  
Hon. Jo Krieger  
Hon. Ed Bessner  
Hon. Maureen Lewis



**Pride of the Fox**  
*Presents.....*

**St. Patrick's Day Parade  
& Festivities**



*"A Celebration of Loyalty,  
Friendship and Trust"*

**March 10, 2012**

**RiverFest**



*"Something For Everyone"*  
Celebrating 30 years of fun!

**June 8 - 10, 2012**

St Charles, IL was recently named #1 community in the nation for families by Family Circle Magazine. Discover all we have to offer in 2012 and make sure to include these long standing traditions in the community.

Businesses - By sponsoring these St Charles traditions, you receive custom packages tailored to your needs. Your company will also be exposed to our tens of thousands of attendees and be a part of the intensive marketing plan which including TV, radio, news print, and social media.

Attendees - Mark your calendars now and plan to be a part of these historic events!



[www.prideofthefox.com](http://www.prideofthefox.com)

Hotline 630.444.7460

St Charles, IL



*Pride of the Fox*

## **St. Patrick's Parade & Festivities**

*A Celebration of Loyalty, Friendship and Trust*

- March 10, 2012
- Hours - Parade starts at 11am, Festival Tent from 9am to 4pm
- Attracting 7,000 to 20,000 attendees throughout the day to downtown St. Charles
- St Charles, IL was named the #1 community for families in 2011 by Family Circle Magazine.
- Showcasing the best of St. Charles for 12 years by providing the 1st seasonal parade in the area which focuses on providing a community event for every attendee. We take pride in showcasing that the city of St. Charles is truly #1!
- Pride of the Fox, Inc. is a not-for-profit organization dedicated to community service. The group produces and staffs RiverFest and St Patrick's Parade & Festivities in close cooperation with the City of St. Charles, the St Charles Park District, numerous St. Charles community organizations and hundreds of volunteers.



*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 6<sup>th</sup> St. to 4<sup>th</sup> 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](http://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 1<sup>st</sup> 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 1<sup>st</sup> 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 1<sup>st</sup> 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](http://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](http://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](http://www.prideofthefox.com)
- ♣ Recognition on Pride of the Fox Facebook page.



*Pride of the Fox*

# St. Patrick's Parade & Festivities

A Celebration of Loyalty, Friendship and Trust

## 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](http://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

---

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](mailto: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.



*Pride of the Fox*

# St. Patrick's Parade & Festivities

A Celebration of Loyalty, Friendship and Trust

## 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 6<sup>th</sup> St. to 4<sup>th</sup> 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](mailto: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 17 <sup>th</sup> )	\$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.



*Pride of the Fox*

# St. Patrick's Parade & Festivities

A Celebration of Loyalty, Friendship and Trust

## 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.



**Ed Bessner/CA/COSC**

02/06/2012 10:53 PM

To Brian Townsend/CA/COSC@COSC

cc

bcc

Subject St Patricks Day Parade Sponsor

Brian,

I would like to make a formal request for the City of St Charles to be the lead sponsor of the St Patricks Day parade. I would like to get this on the agenda as soon as possible as there are printing and logistic timelines involved. The top level sponsorship is \$5500.00 which I am requesting.

Please advise.

Thanks

Ed