



## PRODUCING YOUR LOCAL 2019 SOBER ST. PATRICK'S DAY ® PARTY

**Sober St. Patrick's Day Foundation, Inc.'s mission** is "to reclaim the true spirit of the day and to change the perception and experience of what St. Patrick's Day can be by providing family-friendly, alcohol free events that celebrate the depth of Irish culture, as well as educational and cultural activities throughout the year."

Thank you for your interest in joining our efforts at Sober St. Patrick's Day Foundation, Inc. and welcome to our community. We believe sober fun on the Irish national day is a vital option for dismantling harmful Irish stereotypes and add a new dimension to the international movement of alcohol and drug abuse awareness. We do this by specifically offering a prevention option – a Sober St. Patrick's Day® that is packed with exciting activities for the family. We look forward to promoting these ideals and messages with you.

Sober St. Patrick's Day Foundation, Inc. encourages collaboration with organizations and individuals interested in hosting similar events in the United States and internationally. Some prominent, longstanding partnerships exist in Philadelphia, PA, USA, Belfast, Northern Ireland, and Richmond, VA, USA.

The following guidelines are designed to make usage of our name relatively simple, but they must be followed once permission has been granted.

To begin, **the name "Sober St. Patrick's Day ®" is registered and permission to use it for any purpose is required.**

License to use the registered name "Sober St. Patrick's Day ®" is available through application to [betty@soberstpatricksdays.org](mailto:betty@soberstpatricksdays.org). Requirements include that the details of the proposed usage of the name, such as event details, budgets, etc., as well as insurance information for your local event be forwarded to the Sober St. Patrick's Day Foundation, Inc before the application can be approved.

### **Guidelines Governing Licensed Use of the Name**

#### **Section I: Requirements to host "Sober St. Patrick's Day®" Events:**

- ***The Licensee will provide a certificate of insurance to Sober St. Patrick's Day Foundation, Inc. upon selection and confirmation of the event location. The Licensee shall hold Sober St. Patrick's Day Foundation, Inc. harmless.***
- Licensee agrees to hold an insured St. Patrick's Day event/party on March 17, 2019 or on the day of the local St. Patrick's Day parade or some other day in March, if necessary.
- The event/ party must be alcohol-free, family friendly and celebrate Irish culture with Irish music and entertainment.

- The event/party will be offered at a very affordable ticket price or for free. (For more reliable attendance figures when planning you event, charging a modest ticket price is recommended.)
- The local recovery community will be invited to participate, along with families and children, as well as anyone looking for "an alternative St. Patrick's Day experience."
- There is a goal of a minimum of 50 attendees. Currently, our parties range from 75 to 5,000 people.
- A licensing fee will be paid to Sober St. Patrick's Day Foundation, Inc. for a one-time license to use its registered name:
  - o Non-Profit Organizations or Individuals: \$50
  - o Other Organizations/Municipalities: \$100

**Please note:** Additional fees may be applied depending on the size of the event (ie. over 500 attendees may require an additional \$50 payment, over 1,000 attendees may require an additional \$100 payment, etc.)

### **Section II: Sober St. Patrick's Day Foundation, Inc. provides:**

- The Licensee will receive exclusivity to the use of "Sober St. Patrick's Day®" name and logo for its party within a reasonable geographical area.
- Sober St. Patrick's Day Foundation, Inc. will provide contacts within the local recovery community.
- Sober St. Patrick's Day Foundation, Inc. will provide support to the Licensee including, but not limited to, the following:
  - o Strategic Advice: marketing, media, fundraising
  - o Planning Support: budgetary, business plan
  - o Logos and artwork associated with Sober St. Patrick's Day®
  - o Technical Support: web site and digital media collaboration (organization's Sober St. Patrick's Day Foundation Inc. web site page, Facebook, Twitter, etc.)

### **Section III: Fundraising Guidelines**

- Fundraising and Sponsorship for the event will be the responsibility of the Licensee.
- To date, Sober St. Patrick's Day Foundation, Inc. events have operated with budgets ranging from \$1,000 to \$105,000, depending upon the location.

### **Section IV: Media/Marketing Guidelines**

- Proper display of the Sober St. Patrick's Day® logo is required and web site address will appear in all printed and digital materials when any other sponsorship or supporting logos appear.
- Use of the Sober St. Patrick's Day® logo on any web site or web page will include a hyperlink to <http://www.soberstpatricksdays.org/>
- Any printed collateral material will utilize pre-approved copy and logos provided by Sober St. Patrick's Day Foundation, Inc. Marketing and/or Media Director.
- Any mention of Sober St. Patrick's Day® or the Sober St. Patrick's Day Foundation, Inc. on social media platforms will include the following:
  - o Facebook hyperlink: <https://www.facebook.com/sober.st.patricks.daynyc/>
  - o Twitter account: @SoberStPatrick
  - o References to Sober St. Patrick's Day® or Sober St. Patrick's Day Foundation, Inc. in all press releases, media alerts, and digital, print and broadcast documents will be reviewed and approved by the Sober St. Patrick's Day Foundation, Inc.
- Licensees will not solicit or accept sponsorship funds from any alcohol production or distribution company.

**Disclaimers:**

- Nothing in these guidelines shall be construed as constituting a contract between the parties.
- Sober St. Patrick's Day Foundation, Inc. reserves the right to revise these guidelines at any time, with appropriate notice to any affected parties.
- Sober St. Patrick's Day Foundation, Inc. reserves the right to refuse application for licensing.

Thank you for your interest,  
Bill Reilly, Founder/Chairman

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Applicant's Signature

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Applicant's Address

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Applicant's Telephone Number

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Applicant's Email