



BE A SOBER ST. PATRICK'S DAY® AMBASSADOR!

HOST A 2024 SOBER ST. PATRICK'S DAY® CELEBRATION IN YOUR SCHOOL OR TOWN!

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 or other drugs to a celebration of the richness of the Irish and culture and the legacy of St. Patrick.

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 adding a new dimension to the international movement of alcohol and drug abuse awareness. We do this by specifically offering a noble 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 Ambassadors interested in hosting similar events in the United States and internationally.

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 an application to info@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 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/celebration on March 17, 2024 or on the day of the local St. Patrick's Day parade.

- The event/ celebration must be alcohol-free, family-friendly and celebrate Irish culture with Irish music and entertainment.
- The event/ celebration will be offered at a very affordable ticket price or for free. (For more reliable attendance figures when planning your 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 a “happy and healthy 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:
 - Non-Profit Organizations or individuals: \$100
 - For-Profit Organizations/Municipalities: \$200
- **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.
 - Use of "**Sober St. Patrick's Day®**" by licensees must include this notice: "**Sober St. Patrick's Day®** is the registered trademark of William Spencer Reilly and is used under a license from William Spencer Reilly. **Sober St. Patrick's Day®** is registered with the United States Trademark Office, registration number 4,267,334."
 - 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:
 - Strategic Advice: marketing, media, fundraising
 - Planning Support: budgetary, business plan
 - Logos & artwork associated with Sober St. Patrick's Day®
 - Technical Support: website, digital media collaboration (organization's Sober St. Patrick's Day® Foundation, Inc. website page and social media accounts.)

Section III. Fundraising Guidelines:

- Fundraising and Sponsorship for the event will be the responsibility of the Licensee.
- The Licensee could donate a portion of the event proceeds to Sober St. Patrick's Day® Foundation, Inc., but this is optional and not required.
- To date, Sober St. Patrick's Day® Foundation, Inc. events have operated with budgets ranging from \$1,000 to \$25,000, depending upon the location.
- The Licensee may recruit local businesses in their city to sponsor their event. Those local businesses would likely want to receive a charitable donation confirmation letter. The following are the steps to facilitate this process:
 - Local business makes a charitable contribution to Sober St. Patrick's Day®, either:
 - Online: [Donate to Sober St. Patrick's Day® Foundation, Inc.](#)
 - By Mail: Make check out to Sober St. Patrick's Day® Foundation, Inc. and mail to 77 Sunset Lane #133, Ridgefield, CT 06877.
 - Sober St. Patrick's Day® processes the donation. When the donation has posted, the Sober St. Patrick's Day® Treasurer will:
 - Issue a charitable donation confirmation letter thanking the local business for the donation and acknowledging the donation amount.
 - In the confirmation letter, the Treasurer will explain that Sober St. Patrick's Day® will retain 5% as a processing fee, and then issue a grant to the Licensee for the remaining 95% amount.
 - Example: \$5,000 donation is made to Sober St. Patrick's Day® in support of Licensee Event.
 - Sober St. Patrick's Day® retains 5% of \$5,000: \$250
 - A grant is made from Sober St. Patrick's Day® to Licensee: \$4,750
- The local business should retain a copy of the confirmation letter for tax purposes and share it with their accountant.
- The Sober St. Patrick's Day® Treasurer will make a note of this charitable donation processed as a grant with the Sober St. Patrick's Day® accountant.

Section IV: Media/Marketing Guidelines:

- Proper display of the Sober St. Patrick's Day® logo is required and web site address must 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 website or web page must include a hyperlink to www.soberstpatricksdays.org.
- Any printed collateral material will utilize pre-approved copy and logos provided by Sober St. Patrick's Day® Foundation, Inc. Executive Director.
- Any mention of Sober St. Patrick's Day® or the Sober St. Patrick's Day® Foundation, Inc. on social media platforms must include the following:

Subscribe to Sober St. Patrick's Day Newsletter here: soberstpatricksdays.org/contact

Follow, like, and share Sober St. Patrick's Day® on social:

www.facebook.com/sober.st.patricks.daynyc

twitter.com/SoberStPatsDay

www.instagram.com/soberstpatricksdays/

www.youtube.com/user/SoberStPatricksDay

www.linkedin.com/company/sober-st-patrick-s-day®/

- 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 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

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

Applicant's Name

Applicant's Signature

Date

Cell Phone

Email

Address

Host Organization Name

Non-Profit EIN # (if applicable)

Website

Address
