



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

HOST A 2022 SOBER ST. PATRICK'S DAY® PARTY IN YOUR SCHOOL OR TOWN!

Sober St. Patrick's Day® Foundation, Inc.'s mission 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 to a celebration of the richness of Irish 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 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 Ambassadors interested in hosting similar events in the United States and internationally. Some prominent, longstanding partnerships exist in Dublin, Ireland, Belfast, Northern Ireland, Philadelphia, PA, Richmond, VA, Mystic, CT, West Warwick, RI, and Long Island, NY, 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 tamisspd@gmail.com or 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, 2022 or on the day of the local St. Patrick's Day parade.
- 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:
 - Non-Profit Organizations or individuals': \$50
 - Other Organizations/Municipalities: \$100

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:
 - 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, 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 \$25,000, 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 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:
 - Facebook hyperlink: <https://www.facebook.com/sober.st.patricks.daynyc>
 - Twitter accounts: [@SoberStPatsDay](https://twitter.com/SoberStPatsDay) [@SoberStPatrick](https://twitter.com/SoberStPatrick)
 - 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,

Tami Ellen McLaughlin
Executive Director

Applicant's Signature

Applicant's Address

Applicant's Mobile Number

Applicant's Email