



Delta Dental of Virginia

St. Patrick's Day Wrap Up - 2025

Overview

It was an incredible year for the Freedom First St. Patrick's Day Parade and Shamrock Festival. Despite the misty weather, DRI experienced a large crowd. Feedback from attendees and the community was overwhelmingly positive.

Estimated attendance - 30,000+



Parade

Over 60 organizations participated in the parade, including Delta Dental.

Shamrock Festival

Thousands of people came out to listen to live music on the Delta Dental Stage and enjoy refreshments. DDVA was prominently displayed on signage throughout the festival area.



DDVA at the parade!



Radio

DRI partnered with K92, Q99, Star Country, The Rock Channel, WFIR, and Sports Radio for the promotion of the event. On-air promotions, live mentions, website support, social media, and on-site promotions were used.

94 Live Mentions

Additionally, Tile ads were used on all radio station websites.

\$14,725 + promotional value



EVENTS LISTING

3/15: FREEDOM FIRST ST. PATRICK'S DAY PARADE AND SHAMROCK FESTIVAL

[MORE EVENTS >](#)



TV

Media Partner WDBJ7 provided advanced news coverage, promotional spots, social media posts, and LIVE parade coverage on WZBJ24, and on their Facebook page (398K followers).

Promotional Spots aired 215 times!

\$5,000+ Promotional Value for Spots

LIVE Coverage = Priceless!



Additional Spots

DRI paid WDBJ7 to run additional OTT (Over the Top) spots advertising the Freedom First St. Patrick's Day Event.

40,000 impressions delivered

\$2,000 Promotional Value



Media Coverage





The parade and shamrock festival were both featured many times on local TV stations (WDBJ7, WSLS10, WFXR), in print publications, and all over social media.

ROANOKE VALLEY NEWS

'Join the Fun,' Freedom First St. Patrick's Day Parade & Shamrock Festival is Back in Roanoke!

By [Robin Archuleta](#)
Posted: Feb 5, 2025 / 01:01 PM EST
Updated: Feb 5, 2025 / 01:01 PM EST


(Photo: D'Ann Reynolds/WFXR News)

SHARE    

ROANOKE, Va. (WFXR) – Downtown Roanoke has announced the return of the Freedom First St. Patrick's Day Parade & Shamrock Festival.

The parade is Saturday, March 15, at 11 a.m. rain or shine and will start on Jefferson Street at Elm Avenue. It will then continue to Campbell Avenue and end at Williamson Road.


Parade applications can be found [here](#).

 **Constant Contact**

Our new AI tools craft the perfect message so you

Freedom First St. Patrick's Day Parade and Shamrock Festival set for 2025



(WDBJ7)
By [Pat Thomas](#)
Published: Feb. 5, 2025 at 12:33 PM EST | Updated: 3 hours ago
   

ROANOKE, Va. (WDBJ/Downtown Roanoke Inc. Release) - The Freedom First St. Patrick's Day Parade and Shamrock Festival will be back for 2025, according to [Downtown Roanoke, Inc.](#) The Corned Beef and Co. Celtic Celebration and Martin's Downtown St. Pat's Street Party are also set for March 15 in Downtown Roanoke.

The Freedom First St. Patrick's Day Parade begins at 11 a.m., featuring the Appalachian Highlanders Pipes and Drums, Jamestown Pipes and Drums, Radford University Highlanders Pipes and Drums, Virginia Highlands Pipes and Drums, and Albemarle Pipe and Drums and more community organizations already confirmed. The parade will travel along Jefferson Street to Campbell Avenue, ending at Williamson Road.

The free Shamrock Festival kicks off at 10 a.m. and runs to 5 p.m. in the John Nolen Plaza behind the Market Building. The festival features adult beverages, vendors, and live music performances by In The Meantime, Funky Bone, The Jared Stout Band, and DJ Joey Nicely on the [Delta Dental Stage](#).

Corned Beef and Co.'s Celtic Celebration features live Celtic music, DJs, party favors, and food specials such as corned beef, cabbage, and Irish potato soup from 10 a.m. to 5 p.m. on Jefferson Street between Campbell Avenue and Salem Avenue. The Celebration then



Thousands expected downtown this weekend to celebrate St. Patrick's Day

By [Denise Membreno](#) | March 13, 2025

Downtown Roanoke Incorporated calls it the unofficial start to spring. Saturday is the Freedom First St. Patrick's...

[Read More](#)

Freedom First St. Patrick's Day Parade

Published: Mar. 10, 2025 at 5:04 PM EST
   



WATCH: St. Patrick's Day Parade and Shamrock Festival returning to Roanoke

The festival is set to return March 15



ROANOKE, Va. – Downtown Roanoke is going green, on Monday organizers announced plans for St. Patrick's Day Festivities which bring thousands to the star city.

The Parade and Shamrock Festival are set to return on Saturday, March 15. From green beer to live music and vendors - organizers say there is something for everyone.

"We're one of the largest St. Patrick's Day festivals on the East Coast, and people here really embrace it, not just with our festivities, but all of the local businesses around here as well, kind of bounce off of us and join forces. So downtown here is going to be flooded with green. You're going to be so many people out enjoying themselves. And so people should come out, have a good time," Izzy Post, from Downtown Roanoke Inc., said.



Paid Advertising

DRI ran a paid advertising campaign utilizing digital out-of-home (DOOH) advertising, a modern way to reach audiences through digital screens in public places based on geography.

Ads were displayed at restaurants, convenience stores, grocery shops, pharmacies, airports, and more!

24,800+ impressions served

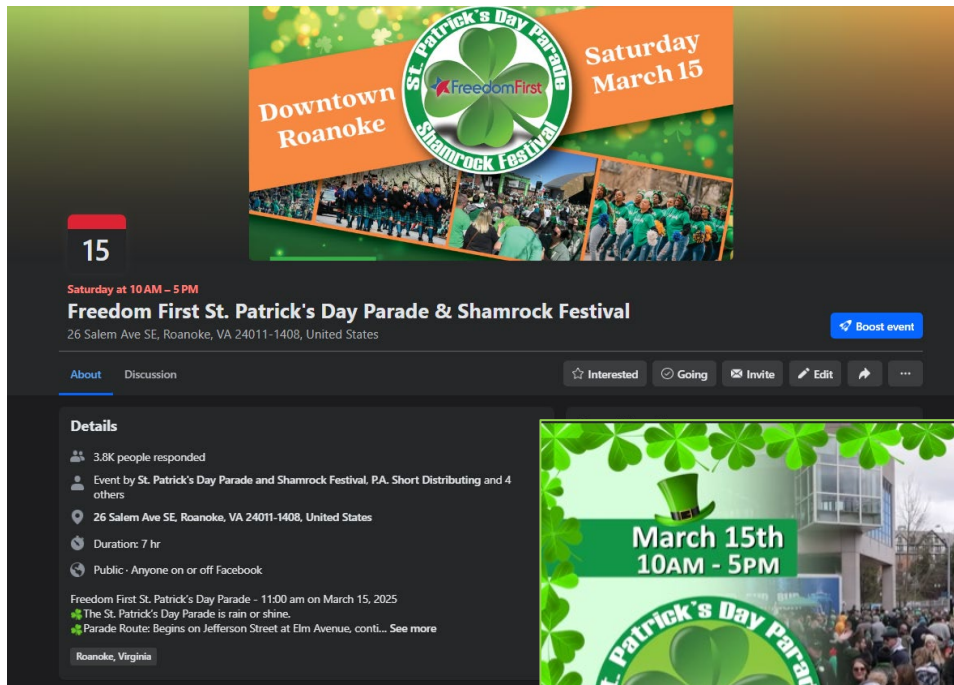
Digital Ads also ran with Macaroni Kid.

Example:



Paid Advertising Cont.

DRI also ran a digital campaign focused on social media and Facebook targeting. Over **85,000 impressions** were served to a targeted group using social premium, video, and event response ads. This resulted in a click-thru rate of **3.11%** on the paid Facebook Event ad!



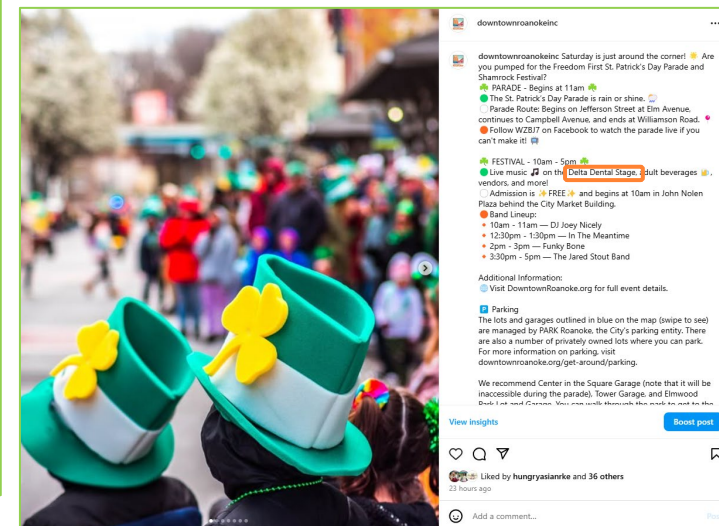
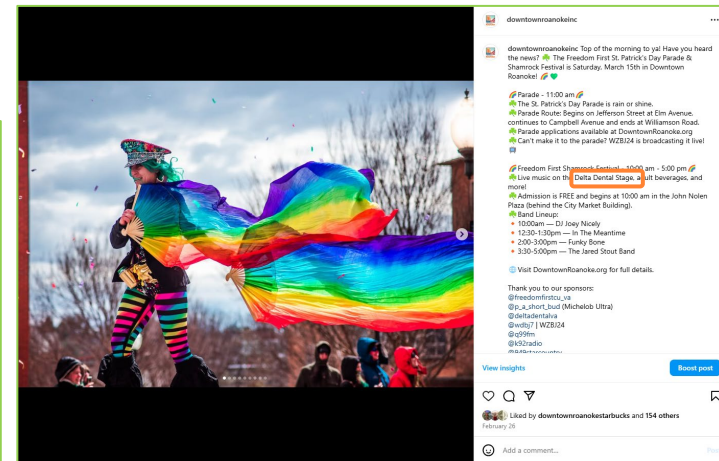
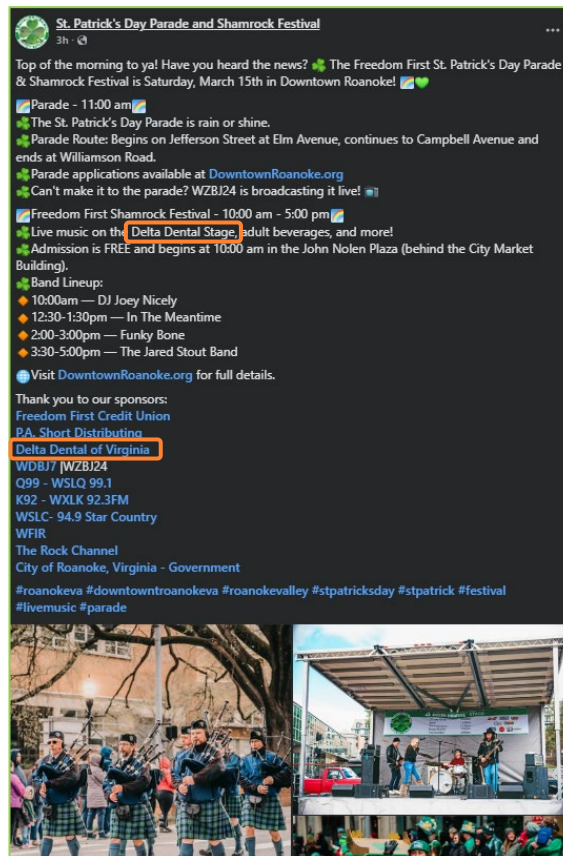
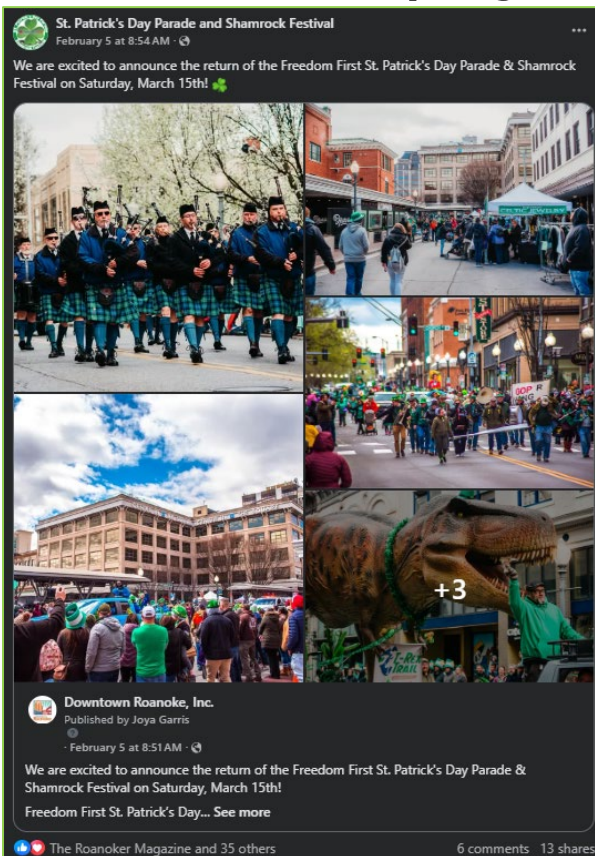
Video Ad



Social Media

Numerous Facebook posts were shared on the St. Patrick's Day page as well as DRI's Facebook (34K followers), Instagram (10.4K), and Twitter (10K). A Facebook Event was also set up to promote the festivities.

Reach of campaigns was over 131,000+



Social Media Cont.


Downtown Roanoke, Inc.
Published by Joya Harris
February 20 at 9:59 AM · 🌐

Check out our Insider's Guide for the Freedom First St Patrick's Day Parade & Shamrock Festival! 🍀

Freedom First Credit Union
PA Short Distributing
Delta Dental of Virginia... see more

St. Patrick's Day Parade and Shamrock Festival
February 20 at 9:32 AM · 🌐

Don your green and head downtown. But before you do, make sure to read this Insider's Guide. We outline everything you need to know for the Freedom First St. Pa... See more




DOWNTOWNROANOKE.ORG
Insider's Guide - St. Patrick's Day | Downtown Roanoke
Insider's Guide - St. Patrick's Day | Downtown Roanoke

St. Patrick's Day Parade Shamrock Festival
Saturday March 15
Downtown Roanoke

Parade: Begins at 11am

Festival: 10am-5pm
Live music on the Delta Dental Stage, adult beverages, & free entry

Visit DowntownRoanoke.org for details



FreedomFirst | Delta Dental | ULTRA | WDBJ7 | KSNV3 | KSNV3 | KSNV3

View insights

👍👍👍 Liked by visitor and 33 others
February 22

Add a comment...

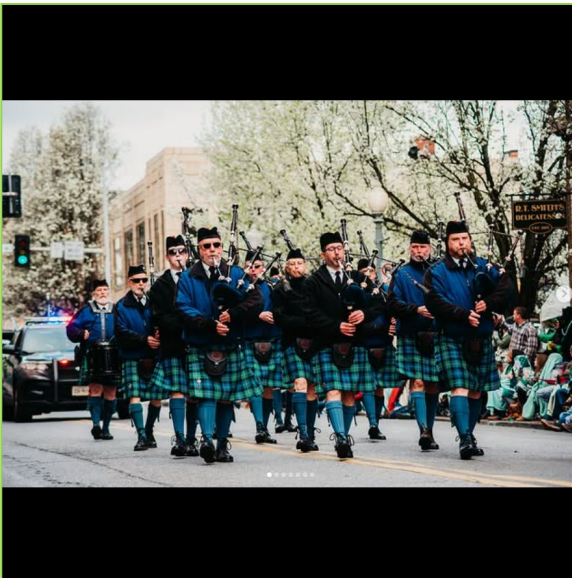
ST. PATRICK'S DAY EVENTS IN DOWNTOWN ROANOKE

Event	Location	Time	March 15
FREEDOM FIRST SHAMROCK FESTIVAL	John Nolen Plaza	10:00AM - 5:00PM	March 15
FREEDOM FIRST ST. PATRICK'S DAY PARADE	Jefferson St & Campbell Ave	11:00AM	March 15
CELTIC CELEBRATION (Outdoor)	Corned Beef & Co.	10:00AM - 5:00PM	March 15
GO GREEN! BEER TASTING & IRISH TUNES	Crafteria	10:00AM - 5:00PM	March 15
ST. PATRICK'S DAY STREET PARTY	Martin's Downtown	11:00AM - MIDNIGHT	March 15
OH LUCKY DAY: R&B BLOCK PARTY	Century Plaza	1:00PM - 5:00PM	March 15

View insights

👍👍👍 Liked by downtownroanokestarbucks and 80 others
7 days ago

Add a comment...



downtownroanokeinc

downtownroanokeinc We are excited to announce the return of the Freedom First St. Patrick's Day Parade & Shamrock Festival on Saturday, March 15th!

Freedom First St. Patrick's Day Parade - 11:00 am
🍀 The St. Patrick's Day Parade is rain or shine.
🍀 Parade Route: Begins on Jefferson Street at Elm Avenue, continues to Campbell Avenue and ends at Williamson Road.
🍀 Parade applications available at DowntownRoanoke.org
🍀 Can't make it to the parade? WZB/24 will be broadcasting it live!

Freedom First Shamrock Festival - 10:00 am - 5:00 pm
🍀 Live music on the Delta Dental Stage, adult beverages, and more!
🍀 Admission is FREE and begins at 10:00 am in the John Nolen Plaza (behind the City Market Building).
🍀 Band Lineup:
• 10:00am — DJ Joey Nicely
• 12:30-1:30pm — In The Meantime
• 2:00-3:00pm — Funky Bone
• 3:30-5:00pm — The Jared Stout Band

We're looking for volunteers! You can sign up here: <https://dri.volunteer.com/stpats2025>

Visit DowntownRoanoke.org or click the link in bio 🌐 for full details.

View insights

👍👍👍 Liked by roanokermag and 35 others
7 hours ago

Add a comment...

Downtown Roanoke, Inc.
Published by Joya Harris
February 18 at 10:34 AM · 🌐

Get ready to rock 🎸 at the Freedom First Credit Union Shamrock Festival on Saturday, March 15th! Check out our amazing band lineup for the Delta Dental Stage.

March 15, 2025
Parade — 11:00am
Festival — 10:00am-5:00pm

DELTA DENTAL STAGE

Time	Band
10:00am	DJ Joey Nicely
12:30-1:30pm	In The Meantime
2:00-3:00pm	Funky Bone
3:30-5:00pm	The Jared Stout Band

FreedomFirst | Mitchell's | ULTRA | DELTA DENTAL

WDBJ7 | KSNV3 | KSNV3

St. Patrick's Day Parade and Shamrock Festival
February 18 at 10:32 AM · 🌐

Get ready to rock 🎸 at the Freedom First Credit Union Shamrock Festival on Saturday, March 15th!

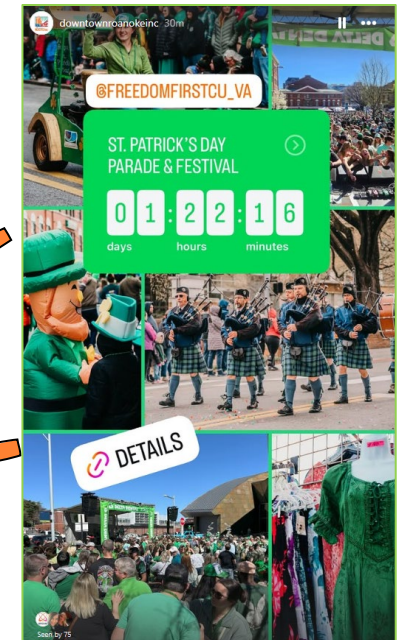
10am - 5pm
John Nolen Plaza (behind the Roanoke City Market ... See more

@FREEDOMFIRSTCU_VA

ST. PATRICK'S DAY PARADE & FESTIVAL

01:22:16
days hours minutes

DETAILS



DowntownRoanoke.org

The Freedom First St. Patrick's Day Parade and Shamrock Festival was featured prominently on our website including on the homepage.

This resulted in over 21,000 page views!

The screenshot shows the homepage of DowntownRoanoke.org. At the top, there's a navigation bar with links: EVENTS, EXPLORE, GET AROUND, DO BUSINESS, and LIVE HERE. Below this is a large banner image of a parade band. On the left, there's a sidebar with 'EVENTS' and a list of upcoming events. The main content area features the 'Freedom First St. Patrick's Day Parade and Shamrock Festival' with a green shamrock logo. It includes details about the parade on March 15, 2025, at 11:00am, and the Shamrock Festival on the same day from 10:00am to 5:00pm. There are links for 'PARADE APPLICATION' and 'VENDOR APPLICATION'. A 'Delta Dental Stage Band Lineup' is also listed with times and song titles.

Freedom First St. Patrick's Day Parade and Shamrock Festival

Freedom First St. Patrick's Day Parade - 11:00am on March 15, 2025

The parade is rain or shine on Saturday, March 15th!

Parade Route: Begins on Jefferson Street at Elm Avenue, continues to Campbell Avenue and ends at Williamson Road. [Click here](#) to view street closures.

Can't make it to the parade? WZLJ24 will be broadcasting it live!

[PARADE APPLICATION →](#)

Freedom First Shamrock Festival on March 15, 2025 - 10:00am - 5:00pm

Live music, adult beverages, and more! Admission is FREE and begins at 10:00am in the Plaza behind the City Market Building. [Click here](#) to view street closures.

Delta Dental Stage Band Lineup

- 10:00am — DJ Joey Nicely
- 12:30-1:30pm — In The Meantime
- 2:00-3:00pm — Funky Bone
- 3:30-5:00pm — The Jared Stout Band

[VENDOR APPLICATION →](#)

This screenshot shows the event page for the Freedom First St. Patrick's Day Parade & Shamrock Festival. It features a header with the event title and a 'Category: EVENT CALENDAR' tag. Below the header, there's a section for 'DATE AND TIME' (Saturday, Mar 15, 2025 10am - 5pm) and 'LOCATION' (John Nolen Plaza, 28 Salem Ave SE). A 'VISIT WEBSITE' button is present. The 'DETAILS' section provides more information about the parade route and street closures. A large banner image on the right shows the parade route and the festival logo. An orange arrow points from the 'PARADE APPLICATION' link on the homepage to the 'PARADE APPLICATION' button on this page.

Freedom First St. Patrick's Day Parade & Shamrock Festival

Category: [EVENT CALENDAR](#)

DATE AND TIME

Saturday, Mar 15, 2025 10am - 5pm

LOCATION

John Nolen Plaza
28 Salem Ave SE

[VISIT WEBSITE](#)

DETAILS

Freedom First St. Patrick's Day Parade - 11:00am on March 15, 2025

The parade is rain or shine on Saturday, March 15th!

Parade Route: Begins on Jefferson Street at Elm Avenue, continues to Campbell Avenue and ends at Williamson Road. [Click here](#) to view street closures.

Can't make it to the parade? WZLJ24 will be broadcasting it live!

[PARADE APPLICATION →](#)

Freedom First Shamrock Festival on March 15, 2025 - 10:00am - 5:00pm

This screenshot shows the sponsor section of the event page. It features logos for 'Freedom First' (with the tagline 'It's not just beer, it's good'), 'Michelob ULTRA' (with the tagline 'SUPERIOR LIGHT BEER'), and 'Delta Dental'.

Thank you to our sponsors!

Freedom First
It's not just beer, it's good.

Michelob ULTRA
SUPERIOR LIGHT BEER

Delta Dental

This screenshot shows the 'Featured Events' section of the DowntownRoanoke.org website. It features a banner for the 'Freedom First St. Patrick's Day Parade & Shamrock Festival' on Saturday, March 15, 2025, from 10am to 5pm at John Nolen Plaza. Below the banner, there's a calendar view showing events for the month of March. Three events are listed: 'Billy Currington & Kip Moore' on Friday, March 25, at 6pm at Elmwood Park Amphitheater; 'Tyler Hubbard' on Friday, March 30, at 6pm at Elmwood Park Amphitheater; and 'Roanoke Heart Ball' on Friday, March 15, at 6pm - 11pm at Hotel Roanoke & Conference Center. A 'VIEW FULL CALENDAR' button is located at the top right of the calendar section.

Featured Events

[VIEW FULL CALENDAR](#)

Freedom First St. Patrick's Day Parade & Shamrock Festival
10am - 5pm | John Nolen Plaza

Billy Currington & Kip Moore
6pm | Elmwood Park Amphitheater

Tyler Hubbard
6pm | Elmwood Park Amphitheater

Roanoke Heart Ball
6pm - 11pm | Hotel Roanoke & Conference Center

Additional Pieces

The Freedom First St. Patrick's Day festivities were featured weekly in our e-Newsletter sent to 14,000+ subscribers and business newsletter sent to over 300 downtown companies.

Event Day Signage was placed at the festival and parade area.

Sponsor logos were included on the volunteer, staff, and Freedom First employee t-shirts.



Weekly Drop - March 12

See what's happening in Downtown Roanoke!

We are seeing all things GREEN this week! The Freedom First St. Patrick's Day Parade and Shamrock Festival is this Saturday from 10:00 a.m. to 5:00 p.m.; the parade kicks off at 11. We recommend getting there early, as there will be many street closures with all the festivities. We also recommend PARK Roanoke garages as they typically offer the best rates. Check out parking and road closure information below [📍](#). We always have it listed at the bottom of the newsletter!

Stay Informed

★ FreedomFirst St. Patrick's Day Parade & Shamrock Festival **MARCH 15** Δ DELTA DENTAL STAGE

Join us this Saturday for one of Roanoke's largest St. Paddy's Day celebrations! The parade kicks off at 11am. The [route](#) begins on Jefferson Street at Elm Avenue, continues to Campbell Avenue, and ends at Williamson Road. The festival runs 10am - 5pm in John Nolen Plaza. Don't miss free admission, live music, beer, and lots of fun!

[View our street closures.](#) Please pass along to your employees and residents.

[Read Event Details](#)

Dollars Donated to Nonprofits

- ▶ DRI relies on volunteers to assist at the St. Patrick's Day Parade & Shamrock Festival.
 - ▶ In return, DRI makes a generous donation to these nonprofits.
- ▶ \$1,200 donated to LOCAL groups:
 - ▶ Angels of Assisi
 - ▶ Regional Center for Animal Care & Protection
 - ▶ FAME Roanoke Booster Club





Thank you for supporting the St. Patrick's Day Parade & Shamrock Festival!



 **DELTA DENTAL®**

