



## 2018 Holiday Parade Sponsorship Opportunities

### Option 1: Candy Cane

\$50

- Social media/website/e-newsletter
  - Posters
  - Postcards
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### Option 2: Stocking Stuffer

\$175

- Coloring book (2500 copies) distributed during parade & coupon option in book
  - Social media/website/ e-newsletter
  - Posters
  - Postcards
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### Option 3: Silver Bells

\$300

- (1) Free Parade Entry
  - Recognition in school district e-blast
  - Coloring book (2500 copies) distributed during parade & coupon option in book
  - Social media/website/e-newsletter
  - Posters
  - Postcards
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### Option 4: Elf

\$500

- Recognition on delivery/take-out pizza boxes
  - Coloring book (2500 copies) distributed during parade & coupon option in book
  - Social media/website/e-newsletter
  - Posters
  - Postcards
  - (2) Free Parade Entries
  - Recognition in school district e-blast
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**Option 5: Snowman (3 options; please specify which one)**

\$1000

- *Specific Parade Entry Sponsorship (2 available; Ex. Wheel Man or Rocket Cycles)*
    - *Band Sponsorship-2 bands (2 available)*
    - *Santa's Horse & Carriage Sponsorship (1 available)-**TAKEN***
  - Coloring book (2500 copies) distributed during parade & coupon option in book
    - Social media/website/e-newsletter
      - Posters (logos)
      - Postcards (logos)
    - (3) Free Parade Entries
    - Recognition in school district e-blast (logos)
    - Recognition on delivery/take-out pizza boxes
    - Recognition on Community Access TV
    - Banner recognition during the parade
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**Option 6: Reindeer**

\$2500

- Logo on 2 King Size Bus Ads
  - Logo on Inner City Billboard
  - Coloring book (2500 copies) distributed during parade & coupon option in book
    - Social media/website/e-newsletter
      - Posters (logos)
      - Postcards (logos)
    - (4) Free Parade Entries
    - Recognition in school district e-blast (logos)
    - Recognition on delivery/take-out pizza boxes
    - Recognition on Community Access TV
    - Banner recognition during the parade
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**Option 7: Winter Wonderland (theme of the parade)**

\$5000-**Title Sponsor**

- Title designation of the event; first right of refusal for following year sponsorship
  - VIP Bleachers (up to 50 people)
  - Logo on 2 King Size Bus Ads
  - Logo on Inner City Billboard
- Coloring book (2500 copies) distributed during parade & coupon option in book
  - Social media/website/e-newsletter
    - Posters (logos)
    - Postcards (logos)
  - (5) Free Parade Entries
  - Recognition in school district e-blast (logos)
  - Recognition on delivery/take-out pizza boxes
  - Recognition on Community Access TV
- Banner recognition during the parade; including featured banner to kick off the parade