

2017 Holiday Parade Sponsorship Character Levels

Option 1:

\$50-Downtown Business Sponsorship (must be a downtown business)

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

\$175-Schroeder Sponsorship

- Coloring book (2500 copies) distributed during parade & coupon option in book
- Social media/website/ e-newsletter
- Posters
- Postcards



Option 3:

\$300 Sally Brown Sponsorship

- (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



Option 4:

\$500 Linus van Pelt Sponsorship

- 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:

\$1000 Lucy van Pelt Sponsorship

- General Sponsorship-**Limited # available**
- Band Sponsorship-2 bands (3 available) **-ALL TAKEN**
- 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

-Postcards

-(3) Free Parade Entries

-Recognition in school district e-blast

-Recognition on delivery/take-out pizza boxes

-Recognition on Community Access TV

-Banner recognition during the parade



Option 6:

\$2500 Snoopy Sponsorship-**Limited # available**

-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

-Postcards

-(4) Free Parade Entries

-Recognition in school district e-blast

-Recognition on delivery/take-out pizza boxes

-Recognition on Community Access TV

-Banner recognition during the parade



Option 7:-**TAKEN**

\$5000 Charlie Brown Sponsorship (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
- Postcards
- (5) Free Parade Entries
- Recognition in school district e-blast
- 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