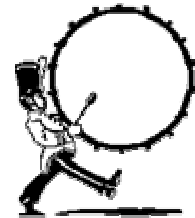




*The Chapel Hill - Carrboro*  
***Holiday Parade***

PRESENTED BY **THE CHAPEL HILL NEWS**



<b>Location</b>	East Franklin Street of Downtown Chapel Hill, North Carolina through West Franklin Street and onto Main Street and the Carrboro Town Commons.
<b>Date/Time</b>	Saturday, December 3, 2005 10 am - 12pm
<b>Attendance</b>	10,000+ will convene to attend the Annual Holiday Parade
<b>Audience</b>	The typical family in this trade area is highly educated, single and dual income, with children. The largest segment of the population falls within a \$50-74,999 household income. Chapel Hill's median income is \$73,483.
<b>Specific Activities</b>	80+ Community-sponsored floats 10+ Major Float Displays Holiday Lane Performances Grand Marshall and other dignitaries Marching bands, civic and community, music and others The Parade route will essentially be from the Morehead Planetarium to Carrboro Town Commons.
<b>Marketing Opportunities</b>	Community Support, Public Relations Brand Recognition Product Sampling
<b>Promotional Opportunities</b>	Official Holiday Float Sponsorship - On-Site Signage Live Mentions at "Holiday Lane" Print Media, Chapel Hill News "Event Route Center Spread" Official Parade Website Logo Display

**Customized packages to \$800.00**

A terrific opportunity to become involved with this annual event to celebrate the community spirit of the holidays

For further information, please contact Wes Tilghman, Sponsorship Director  
 (919) 969-9814 or [wtilghman@evincemanagement.org](mailto:wtilghman@evincemanagement.org)