

# The Chapel Hill-Carrboro "Holiday Parade"

& HOLIDAY LANE PERFORMANCES



## PRESENTING SPONSORSHIP

### ON-SITE COMPONENTS

- ❑ **Verbal Thank You and Announcements from Holiday Lane**  
Holiday Lane is a short section of the Parade Route located directly in front to the Chapel Hill News, where performers, bands, and floats make a brief performance. MC Personality to appear live to officially kick-off the Parade and make PA announcements of entertainment & sponsors  
Minimum (8) live mentions
- ❑ **Placement of Your Corporate Banner & Logo on Parade Float**  
Prominently display your company Colors & Logo on PARADE FLOAT. You may reserve float for your sponsored group.
- ❑ **Placement of Your Corporate Banner & Logo at Holiday Lane**  
Prominently located in a mutually agreed area this area will serve as your personal connection to 10,000+ parade attendees.

### MEDIA COMPONENTS

- ❑ **Official Presenting Sponsor Promotional Ad in the Chapel Hill News**  
Official Parade Route Center Spread (25000+ Distribution)  
Promotional center spread of the ENTIRE PARADE ROUTE.  
Full Color, 9 column inch advertisement on Promotional Spread
- ❑ **1\4 Page Advertisement in The Chapel Hill News**  
31.5 column inch (3 columns x 10.5 inches) Advertisement placed at your discretion during December 2005
- ❑ **Official Parade Web Site Sponsor**  
Display your company trademark (2" x 2" badge with link)
- ❑ **Collateral Rights**  
Listing in all promotional pieces including press kit, flyers, posters, public service announcements and schedule of events, etc

## PARADE FLOAT Presenting Sponsor

10000+ Holiday Parade attendees will view your sponsorship as a commitment and support of community

Drive brand recognition and differentiate your company from a cluttered market place.

Price \$ 800.00

Signature \_\_\_\_\_ Date \_\_\_\_\_

Address \_\_\_\_\_

Cit \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Please fax a signed copy to Evince Management Agency, (919) 929-9743

# The Chapel Hill-Carrboro Holiday Parade

## ~Sponsorship Packages~

	Presenting Sponsorship	Holiday Sponsorship	Stocking Stuffers Sponsorship
Holiday Lane Live Mentions	✓ Value of \$200	✓ Value of \$100	✓ Value of \$50
Float Signage Estimated 10,000+ Views	✓ Value of \$1000	✓ Value of \$750	✓ Value of \$500
Listing in Parade guide	✓ Estimated Value of \$25.00	✓ Estimated Value of \$25.00	✓ Estimated Value of \$25.00
Collateral Rights	✓	✓	
15" Holiday Advertising in The Chapel Hill News		✓ Value of \$285.00	
31.5" Holiday Advertising in The Chapel Hill News	✓ Value of \$598.50		
9" Holiday Advertising in Parade Guide	✓ Value of \$171.00		
	<b>PACKAGE COST</b> <b>\$800</b> <i>Value of \$2000</i>	<b>PACKAGE COST</b> <b>\$500</b> <i>Value of \$1200</i>	<b>PACKAGE COST</b> <b>\$250</b> <i>Value of \$575</i>