

The 11th Annual Holiday Parade of Lights Salinas Sponsorship Packages

**Sunday, November 27th, 2011
6 – 8 P.M.**

Exclusive Presenting Sponsor

\$10,000

- Prominent Logo placement on all promotional materials; television, print, radio and web site as Presenting Sponsor
- Company banner (2' x 10') provided and carried through parade route either by your Corporate Team or parade volunteers
- Construction of Parade Float recognizing your company as Presenting Sponsor (value \$2,800)
- Company acknowledgement throughout event by Emcees at each station
- Company logo on Sponsor Board at Judges & Event Emcee Arena
- Invitation for 2 Company Representatives to sit with Emcee during parade
- 14 Invitations to exclusive Sponsor Reception
- Company logo acknowledgement in Thank You ad running after the parade
- Company acknowledgement during Awards Ceremony at City Council Meeting

Jingle Bell Sponsor

\$5,000

- Company Logo recognition on all promotional materials; television, print, radio and web site
- Company banner (2' x 8') provided and carried through parade route either by your Corporate Team or parade volunteers
- Guaranteed Parade Float Entry or Large Balloon Handler
- Company logo on Sponsor Board at Judges & Event Emcee Arena
- Company acknowledgement throughout event by Emcees at each station
- 8 Invitations to exclusive Sponsor Reception
- Company logo acknowledgement in Thank You ad running after the parade
- Company acknowledgement during Awards Ceremony at City Council Meeting

Las Posadas Sponsor

\$2,500

- Company name recognition on printed promotional materials and web site
- Company banner (2' x 6') provided and carried through parade route either by your Corporate Team or parade volunteers
- Company acknowledgement by Emcee at beginning of parade
- Guaranteed Parade Entry
- Company name on Sponsor Board at Judges & Event Emcee Arena
- 4 Invitations to exclusive Sponsor Reception
- Company acknowledgement in Thank You ad running after the parade
- Company acknowledgement during Awards Ceremony at City Council Meeting

Festival of Lights Sponsor

\$1,000

- Company name recognition on printed promotional materials and web site
- Company acknowledgement by Emcee at beginning of parade
- Company name on Sponsor Board at Judges & Event Emcee Arena
- 2 Invitations to exclusive Sponsor Reception
- Company acknowledgement in Thank You ad running after the parade
- Company acknowledgement during Awards Ceremony at City Council Meeting

Shining Star Sponsor

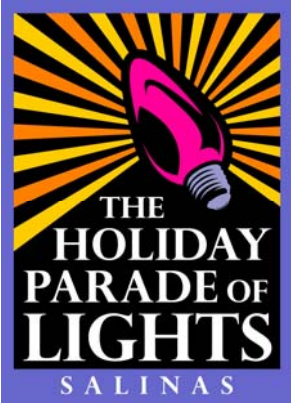
\$500

- Company logo recognition on web site
- Company acknowledgement by Emcee at beginning of parade
- Company name on Sponsor Board at Judges & Event Emcee Arena
- 2 Invitations to exclusive Sponsor Reception
- Company acknowledgement in Thank You ad running after the parade
- Company acknowledgement during Awards Ceremony at City Council Meeting

Candy Cane Sponsor

\$250

- Company logo recognition on web site
- Company acknowledgement by Emcee at beginning of parade
- Company name on Sponsor Board at Judges & Event Emcee Arena
- Company acknowledgement in Thank You ad running after the parade



To sign up as a sponsor please fill out the information below and fax to 831-758-0503 attention Beth Rosenblum, or email to director@oldtownsalinas.com

Thank you for your support!

**Holiday Parade of Lights
Sponsor Information:**

Company: _____

Contact Person: _____

Address: _____

E-Mail: _____ Phone: _____

Please make your sponsorship donation by payable to:

**Oldtown Salinas Association
Attn: Holiday Parade of Lights
P.O. Box 2325
Salinas, CA 93902**

Donations are requested to be received ASAP!

If you have any questions please phone Beth Rosenblum @ 831-758-0725.