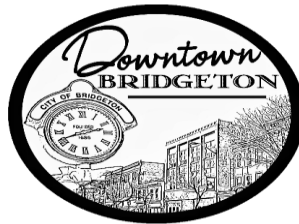




**Holiday Parade
2019 Sponsorship Package
December 1st, 2019**

*The City of Bridgeton Presents:
A Classic Christmas Parade
A Holly Jolly Good Time*



Holiday Parade Parade Sponsorship Package

MAJOR PARADE SPONSOR: \$1,000.00

- Major Parade Sponsorship will be provided with the featured units in the parade line-up
 - Major Sponsors will be provided with a Custom Float and may have representatives of the company or family member of employees riding on the float
 - Lead Float Banner identifying Major Parade Sponsor. **(Sponsor supplies own banner)**
 - Major Sponsors named on all literature and advertising, both before and after the parade. This includes mention of this level of sponsorship in all radio Public Service Announcements, interviews, press articles and printed advertising
 - Major Parade Sponsor Corporate Banner displayed, if desired, during the event as the at the parade judges and announcers stand located at the busiest portion of the parade route

GOLD SPONSOR: \$750.00

- Sponsorship of a **Professional Float** (sponsor has choice of available designs or may suggest float design that follows parade theme)
 - Sponsor may choose individuals or groups to be represented on the float
- Sponsorship of a **Professional Band**
 - This year's bands will include numerous professional bands playing traditional holiday music.
 - Additional Sponsorship Packages may be available in this category and can be tailored to an organization's specific needs or request
 - Banner leading the sponsored parade entry identifying sponsor's company, organization, or group **(Sponsor supplies own banner.)**
 - Sponsor's name listed in all advertisements of event; Newspaper, Radio, Printed literature

SILVER SPONSOR: \$500.00

- Sponsorship of a local **High School or Elementary School Band**
 - Banner leading sponsored band with company, organization or group name, and name of band **(Sponsor supplies own banner.)**
 - Sponsor's name listed in all advertisements of event; Newspaper, Radio, Printed literature

BRONZE SPONSOR: \$250.00

- Sponsorship of **Characters**

Examples of last year's characters included the Grinch, Rudolf the Red Nosed Reindeer, Frosty the Snowman, Mickey and Minnie Mouse, Dora the Explorer, Bob the Builder and many more

- Name of company, organization or group on a banner in the parade leading the different characters (one banner listing all sponsors for this level)

- Sponsor's name listed in all advertisements of event; Newspaper, Radio, Printed literature

Additional sponsorship opportunities may be available to specifically fit the needs of the company, organization, or group expressing interest.

Please contact Bridgeton Main Street Office at 856- 453-8130 or via e-mail:

bridgetonmainstreet@gmail.com for updates and availability of sponsorship opportunities.

- ❖ Checks should be made payable to: **Bridgeton Main Street - Holiday Parade**
- ❖ Payment for sponsorships should be mailed to:

Greater Bridgeton Area Holiday Parade Committee

C/O Bridgeton Main Street - 31 W. Commerce Street, Bridgeton, N.J. 08302
856-453-8130 or 856-839-5342

Web: www.downtownbridgeton.com E-Mail: bridgetonmainstreet@gmail.com



Bridgeton Holiday Parade is supported in part by the sale of the Bridgetonopoly Game through Bridgeton Main Street. To purchase your copy, call 856-453-8130 or email bridgetonmainstreet@gmail.com