

La Jolla Town Council Christmas Parade and Holiday Festival December 3, 2006

SPONSORSHIP OPPORTUNITIES & BENEFITS

PARADE NAMEOVER SPONSOR - \$5000

Nameover sponsorship offers the sponsor total nameover recognition in the annual Christmas Parade and Holiday Festival. Nameover sponsor will receive:

- **Printed Materials:** Sponsor will be recognized in all flyers, in the official Parade Program, radio PSA's, press releases, and miscellaneous printed materials printed from date of sponsorship forward.
- **Banner:** a large (10" x 3') banner will be provided with your company name and logo, which will lead the Parade and VIP presentation.
- * **Parade Program:** Prominent coverage and an advertisement will be designated in the Parade Program. This program will be distributed in the weekly holiday issue and also the day of the parade to approximately 20,000 spectators.
- **VIP:** Key officials from your business will be invited to participate in the parade. They will ride in a convertible car in the honorary vanguard leading the parade with the name of your company on the side of the car in recognition.
- **VIP Reception:** seats for the VIP reception at the end of the parade for officials and designated employees from your company.
- **Announcements:** Numerous announcements will be made from the sound towers during the parade in recognition of your company to 20,000 spectators.

DIVISION SPONSOR - \$2,000

The Annual Christmas Parade and Holiday Festival will have four major divisions. Prominent recognition is received in the following:

- **Banner:** A banner with your company name will be carried in front of the division with your company name and logo.
- **Program:** You will be recognized as the sponsor in the official Parade Program. The program is printed by the *La Jolla Village News* and distributed in the last November issue of the newspaper. Also, over 20,000 spectators will receive a complimentary issue of the Program at the event.
- **VIP:** A company official will ride in the parade in a classic or convertible automobile with recognition of your company and logo on the side of the vehicle.
- **VIP Reception:** Four complimentary seats will be designated for VIPs from your business at the reception.
- **Announcements** will be made to crowd of 20,000 at the Parade.

WEBSITE NAMEOVER SPONSOR -\$1000

The Christmas Parade and Holiday Festival will have a website running September 8 through January next year. Your company will have a single sponsor presence on the home page with links to your own website.

- **Program:** You will be recognized as the sponsor in the official Parade Program. The program is printed by the *La Jolla Village News* and distributed in the last November issue of the newspaper. Also, spectators will receive a complimentary issue of the Program on the day of the parade.
- **VIP Reception:** Four complimentary seats will be designated for VIPs from your business at the reception.
- **Announcements** will be made to crowd of 20,000 at the Parade.

FESTIVAL or STAGE or INFO BOOTH SPONSORS - \$1,000

The "Stage Nameover" sponsorship, or "Festival Name over" sponsorship, or the Information Booth Sponsorship can be the best way to showcase your business name.

- **STAGE Banner:** A banner with your business name will be prominently hung across the top or bottom of the community stage.
- **FESTIVAL Banner:** A banner with your business name will be prominently hung street side at the Festival Area.
- **INFORMATION BOOTH Banner:** A banner with your business name will be prominently hung street side at the Parade Information booth.
- **Program:** The official Parade Program will have an area dedicated to recognizing the parade sponsors.
- **VIP Reception:** Four complimentary seats will be designated for VIP's from your business at the reception.
- **Announcements:** Periodic announcements will be made to the holiday parade participants and at the Holiday Festival. The festival is held from 9 a.m. to 4 p.m.

KIDS' ZONE or VIP area SPONSOR- \$600

The **Kid's Zone** sponsorship will give a company an opportunity to be seen by many of our families attending the holiday festival. The **VIP area** sponsor banner provides elite exposure.

- **Banner:** A banner will be supplied with your business name and be displayed near the Fun Zone or the VIP area .
- **Program:** You will be recognized in the Parade Program
- **VIP Reception:** Four seats will be reserved for the VIP reception for your business following the parade.

"ADOPT A BAND" SPONSOR- \$600

The "**Adopt A Band**" sponsorship is an ideal way to contribute to the La Jolla Town Council Christmas Parade and receive excellent exposure for your business.

- **Banner:** A banner will be supplied with your business name and it will lead the band that your business is sponsoring.
- **Program:** You will be recognized in the Parade Program
- **VIP Reception:** Four seats reserved for the VIP reception.

ADOPT A FLOAT" SPONSOR - \$400

The "**Adopt A Float**" sponsorship will help to create a terrific parade and benefit your business at the same time.

- **Banner:** A banner with your business name will lead the float that your business is sponsoring.
- **Program:** Your business will be recognized in the Parade Program.
- **VIP Reception:** Two seats will be reserved for the VIP reception.

VOLUNTEER SPONSOR OR Key Chain Sponsor - \$350

The **Volunteer** sponsorship will assist in producing the official bandana worn by the committee and volunteers. The **key chain sponsor** will have your business name or logo and a telephone or website on the official key chain .It will be given to all drivers in the parade.

- **Bandana:** The bandanna with your company name and logo will be worn on the day of the parade.
- **Key chain:** The key chain with your company name & logo will be given to participants on the day of the parade.
- **Program:** You will be recognized as a sponsor in the Parade Program.
- **VIP Reception:** Two seats will be reserved for the VIP reception.

AMERICANS with DISABILITIES seating SPONSOR \$350

The **Disability seating sponsorship** will identify the reserved seating area for citizens with disabilities along the parade route with your business identified as sponsor.

- **Banner:** A banner with your business name will be hung at the seating area.
- **Program:** Your business will be recognized in the parade program.
- **VIP Reception:** Two seats will be reserved for the VIP reception.

POSTER, BANNER OR CAR SIGN UNDERWRITER - \$300

Underwriting is an ideal way to contribute to the La Jolla Town Council Christmas Parade and receive excellent exposure for your business.

- **Program:** You will be recognized as an underwriter in the Parade Program and by announcement during the Parade
- **VIP Reception:** Two seats will be reserved for the VIP reception.

PARADE TABLE DISPLAYS- \$200

The *Parade Table* sponsor will utilize 8 1/2" x 11" acrylic display holders featuring your company's text or advertising or logo on the eight "Toastmasters" announcers' tables along the parade route.

- **Parade Announcements:** Periodic announcements will be made during the parade to spectators estimated at 20,000
- **Program:** Your business will be recognized in parade program.

PARADE DONOR- \$200-\$349

Donations are very much needed and appreciated. You will be recognized as a Parade donor in the official Parade Program, which will be distributed in the holiday issue of the local newspaper and distributed to spectators at the Parade.

SANTA'S HELPER - \$100-\$200

Your donation of the green can help the Christmas Parade stay out of the red. Donations to the LJTC Foundation are tax deductible. Santa's Helpers will be acknowledged in the Town Council Newsletter.

Legend of La Jolla - \$50

The theme of the Parade is *Legends of the Season*. There are many outstanding individuals in the village of La Jolla who have helped La Jolla – young or old, public or private, in a big way or a little way, in business, in school, at home, in the hospital, at our religious institutions, on the athletic field, at the library or maybe an outstanding member of a service organization. The parade committee would like to see them honored and invite them to walk in the parade. The "*Legend of La Jolla*" donations will be listed in the Christmas Parade Program, if received by the press deadline. The donor can be acknowledged in the program or it can be anonymous.

Tax deductible donations payable to the: **La Jolla Town Council Foundation** will be receipted.