



2017 Millersville Community Parade (MCP) Sponsorship Opportunities & Benefits

The Millersville Community Parade, established in 1997, is one of the largest annual events of its kind in Lancaster County. The parade attracts an estimated **5000** spectators from the borough, the region and beyond. Millersville’s parade is a **big show** but with a friendly, small town feel. It includes bands, floats and a variety of entertainment. The parade boasts 20-25 talented regional marching/instrumental, award-winning bands from Pennsylvania, New Jersey, Maryland, Virginia and Delaware. Creatively designed floats, complete with glitter and music, make their way through the parade route to the cheers of thousands! The parade also includes civic and community organizations, university groups, antique/classic cars, twirlers, mascots, fire and emergency apparatus and military groups. The Millersville Community Parade has received national recognition as a “Circle of Excellence” winner for regional best special event by the Council for Advancement and Support of Education. The 2016 parade budget was approximately \$77,000, so your sponsorship support is instrumental for the continuation of this grand parade, as well as, greatly appreciated!

**** Be a part of the 2017 Parade! ****

www.parade.millersville.edu

Saturday, October 14, 2017 @ 9:00 AM

2017 Parade Theme: “Celebrating Animation”

*As you consider your participation level of sponsorship please be sure to read information listed on page 6 of this document.



Major Sponsor - \$10,000

- A vehicle with signage designating sponsorship (provided by Parade Committee)
- Banner (with name) in front of a band (provided by Parade Committee)
- Company name announced:
 - at Parade Grandstand
 - (3x) during parade or additional as time permits
- Complimentary float entry for sponsor/designated group
- Complimentary post-parade luncheon for 2
- Guaranteed "Right of First Refusal" for same sponsorship level the following year
- Name/Logo on:
 - Advertising and publicity efforts
 - Billboard advertisement*
 - Broadcast emails regarding parade day information
 - Parade volunteer staff t-shirts
 - Parade website with link
 - Poster (2 weeks pre-parade)
 - Press releases/PSAs
 - Promotional parade postcards
 - Radio and newspaper advertising
 - Restaurant Placemat advertisement
- 60 Second radio commercial*
- Parade Day Program:
 - ½ page advertisement
 - Company name listed
 - Feature story
- Premier listing in post-parade
 - Thank you advertisement (presenting, major sponsor)
 - Thank you correspondence to entrants & volunteers
- Reserved seating for 2 at Parade Grandstand

* Some items may NOT be available if fundraising donors do NOT participate in certain levels.



Key Sponsor - \$5,000 – \$9,999

- A vehicle with signage designating sponsorship (provided by Parade Committee)
- Banner (with name) in front of a band (provided by Parade Committee)
- Company name announced:
 - at Parade Grandstand
 - (1x) during parade or additional as time permits
- Complimentary post-parade luncheon for 2
- Guaranteed “Right of First Refusal” for same sponsorship level in following year
- Name/Logo on:
 - Advertising and publicity efforts
 - Billboard advertisement*
 - Broadcast emails regarding parade day information
 - Parade volunteer staff t-shirts
 - Parade website with link
 - Poster (2 weeks pre-parade)
 - Press releases/PSAs
 - Promotional parade postcards
 - Radio & Newspaper advertising
 - Restaurant placemat advertisement
- Parade Day Program:
 - 1/4 page advertisement
 - Company name listed
- Reserved seating for 2 at Parade Grandstand

* Some items may NOT be available if fundraising donors do NOT participate in certain levels.



Diamond Sponsor - \$2,500 - \$4,999

- Company name announced:
 - at Parade Grandstand
 - (1x) during parade
- Complimentary business owned vehicle in the parade (or other vehicle sponsored by said business) with signage provided by Parade Committee
- Guaranteed "Right of First Refusal" for same sponsorship level the following year
- Name/Logo on:
 - Broadcast emails regarding parade day information
 - Parade volunteer staff t-shirts
 - Parade website with link
 - Poster (2 weeks pre-parade)
 - Press releases/PSAs
 - Promotional parade postcards
 - Radio and newspaper advertising
 - Restaurant placemat advertisement
- Parade Day Program:
 - ¼ page advertisement
 - Company name listed
- Reserved seating for 2 at Parade Grandstand

Opal Sponsor - \$1,750 - \$2,499

- Company name announced:
 - at Parade Grandstand
 - (1x) during parade
- Complimentary business owned vehicle in parade (or other vehicle sponsored by said business) with signage provided by Parade Committee
- Guaranteed "Right of First Refusal" for same sponsorship level the following year
- Name/Logo on:
 - Parade volunteer staff t-shirts
 - Parade website with link
 - Poster (2 weeks pre-parade)
 - Promotional parade postcards
 - Restaurant placemat advertisement
- Parade Day Program:
 - Company name listed



Emerald Sponsor - \$1,000 - \$1,749

- Complimentary company vehicle in parade
- Company name announced at Grand Stand
- Name/Logo on:
 - Parade volunteer staff t-shirts
 - Parade website with link
 - Poster (2 weeks pre-parade)
 - Restaurant placemat advertisement
- Parade Day Program:
 - Company name listed

Ruby Sponsor - \$750 - \$999

- Complimentary company vehicle in parade
- Name/Logo on:
 - Parade website with link
 - Poster (2 weeks Pre-Parade)
- Parade Day Program:
 - Company name listed

Gold Sponsor - \$500 - \$749

- Complimentary company vehicle in parade
- Name/Logo on:
 - parade website with link
- Parade Day Program:
 - Company name listed

Silver Sponsor - \$150 - \$499

- Name/Logo on parade website
- Parade Day Program:
 - Company name listed



www.parade.millersville.edu

717-871-5926

Richard A. Yednock II, Chairman

* Some items may NOT be available if fundraising donors do NOT participate in certain levels.
(to be determined after 5/1/2017)

Note: All Gifts Are Not Tax-Deductible

Please note the following regarding your sponsorship:

- 1) All gifts (in total) must be received by **May 1, 2017**, for marketing purposes of the 2017 Millersville Community Parade. Gifts received *after* this deadline may **not** receive full marketing benefits.
- 2) Camera ready materials must be provided by sponsor by May 1, 2017. Please send logos and artwork in PDF format to special.events@millersville.edu by May 1, 2017.
- 3) Pre-parade promotional postcards are distributed to over 5,000 businesses and households within the local community.
- 4) Press releases are distributed to over 80 media sources (including web, radio, TV and print).
- 5) Parade program distributed to over 4-5,000 spectators on parade day.
- 6) Pre-parade posters are displayed in over 150 local area businesses, schools and other bulletin boards in the Millersville area (including Lancaster).
- 7) Advertisements usually booked in *Lancaster Newspapers* and/or the *Advertiser* (Penn-Manor edition), various other editions TBD. Advertisement will run 2-7 days before the parade.
- 8) Gift-in-Kind sponsors: please calculate value of said gift and note on the commitment form.
- 9) Regarding banners on vehicles or carried, on parade day: banners advocating, opposing, or depicting any political, indiscreet or controversial social issue (as deemed by the Parade Committee) are prohibited and will be immediately removed from display.
- 10) Thank you for your support to the 2017 Parade to be held on Saturday, October 14, 2017 @ 9:00 AM.

Please make checks payable to **Millersville Community Parade**, and forward payment and respective forms to:

Millersville Community Parade
c/o Scheduling and Event Management
Millersville University
PO Box 1002
Millersville, PA 17551-0302