



2009 Millersville Community Parade Sponsorship Opportunities & Benefits

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Everyone Loves A Parade!
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Millersville's annual Community Parade is one of the largest events of its kind in Lancaster County, *now* with giant helium balloons soaring high above the spectators. The parade attracts an estimated **5000** spectators to the borough, the region and nearby states. The giant balloons, of course, are the new showstoppers of our parade. Millersville's parade is a *big show*, with a friendly, small town feeling closely followed by bands (and all kinds of entertainment). The parade boasts 15+ talented regional marching/instrumental bands which have included award-winning contingents from Pennsylvania, Maryland and Delaware. Made-to-order floats, complete with glitter and music, make their way through the parade route to the cheers of thousands! This Parade Spectacular is a major regional event which has received national recognition and was named by the Council and Support of Education as a Circle of Excellence winner of a regional best special event. ***Be a part of the 2009 Parade!***

"Platinum Sponsor" - \$1,500 to \$3,499

- Listing and active link from the Millersville Community Parade's Home Page to Sponsor's Web Site.
- Guaranteed right of first refusal for same sponsorship level in following year.
- Your corporate name listed in the program booklet distributed to spectators on the day of the parade (approx. 3000+ flyers).
- Your corporate name printed on a banner displayed by a vehicle in parade line-up, **both provided by the parade committee.**
- Your corporate representative(s) may ride in the above designated vehicle in the parade.
- Your corporate name listed in all printed parade publicity materials (printed after receiving your paid commitment), including posters to be hung in over 100+ businesses and the University; local newsprint ads, promotional mailings, postcard flyer (over 5,000 distributed to Penn Manor School District students and over 100 businesses), etc.
- Your corporate name printed on parade volunteer/staff t-shirts (over 150 printed).
- Four tickets to the post-parade, community/alumni luncheon (10/24/09 @ 12 noon, MU Campus).
- Your corporate name announced in all radio publicity (as permitted) after receiving your paid commitment.
- Letter of recognition of your contribution for tax purposes (upon request).
- VIP seats (2) at parade grandstand seating area.
- Four (4) Parade t-shirts.

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"Balloon Sponsor" - \$750 to \$2,000 (depending on size of balloon)

- Listing and active link from the Millersville Community Parade's Home Page to Sponsor's Web Site.
- Guaranteed right of first refusal for same sponsorship level in following year.
- Your corporate name listed in the program booklet distributed to spectators on the day of the parade
- Your corporate name printed on a banner supplied by the parade committee, displayed on your vehicle, provided by your organization (or banner to be carried by members of your entry).
- Your corporate representative(s) may ride in the above designated vehicle in the parade.
- Two tickets to the post-parade, community/alumni luncheon (10/24/09 @ 12 noon, MU Campus).
- Your corporate name listed in all printed parade publicity materials (printed after receiving your paid commitment).
- Letter of recognition of your contribution for tax purposes (upon request).
- Two (2) Parade t-shirts.

Sponsorship of a giant helium balloon attains maximum consumer and media impact. It is instant recognition and results through visible entertainment. Identifying your company or organization in a community special event is on-site advertising at its very best. Giant helium balloons create more press and attract more attention than any other kind of promotion available.

Your employees/organization can be part of the excitement by serving as balloon handlers. Many companies/organizations provide logo t-shirts for their employees/members to wear as they perform this fun task, so you can really get a great deal of added exposure along the route (or costumes can add to the entry!). (*You may substitute with family, friends and/or a community group.) **All balloon handlers must be over 12 years of age (recommended age: 16+) (and minimum weight: 120 lbs./per person).** A minimum of ten handlers are needed per balloon, but may vary depending on actual balloon.) Sponsors must supply balloon handlers unless negotiated with parade committee. Note: Choice of balloon will be limited to availability at time of sponsorship commitment.

Balloon Sponsorships include the following expenses:

- Costs of the balloons
- Travel expenses for balloon company's staff
- Set-up and deflation of balloons
- Balloon handler training
- Helium for balloons
- Balloon insurance coverage

"Gold Sponsor" - \$600 to \$1,499

- Listing and active link from the Millersville Community Parade's Home Page to Sponsor's Web Site.
- Guaranteed right of first refusal for same sponsorship level in following year.
- Your corporate name listed in the program booklet distributed to spectators on the day of the parade
- Your corporate name printed on a *banner supplied by the parade committee* displayed on your vehicle in the parade line up provided by your organization.
- Your corporate representative(s) may ride in the above designated vehicle in the parade.
- Two tickets to the post-parade, community/alumni luncheon (10/24/09 @ 11:30 a.m. MU Campus).
- Your corporate name listed in all printed parade publicity materials (printed after receiving your paid commitment).
- Letter of recognition of your contribution for tax purposes (upon request).

More on next page....

"Silver Sponsor" - \$300 to \$599

- Listing and active link from the Millersville Community Parade's Home Page to Sponsor's Web Site.
- Guaranteed right of first refusal for same sponsorship level in following year.
- Your corporate name listed in the program booklet distributed to spectators on the day of the parade.
- Your corporate name printed on a banner supplied by parade committee and carried by representatives of your company.
- Letter of recognition of your contribution for tax purposes (upon request).

"Bronze Sponsor" - \$150 to \$299

- Listing and active link from the Millersville Community Parade's Home Page to Sponsor's Web Site.
- Guaranteed right of first refusal for same sponsorship level in following year.
- Your corporate name listed in the program booklet distributed to spectators on the day of the parade
- Letter of recognition of your contribution for tax purposes (upon request).

"Patron" – Donations less than \$150

- Listing as a patron on The Millersville Community Parade's Home Page.
- Listing as a patron on The Millersville Community Parade's program distributed to spectators on the day of the parade.
- Letter of recognition of your contribution for tax purposes (upon request).

"In-Kind" Donations

- Many companies, while unable to participate through substantial sponsor investment, may choose to contribute to our community event through the donation of in-kind products and services. These gifts are highly valuable and greatly appreciated as they increase the overall value of the parade to participants and volunteers and help offset expenses. We welcome your creative suggestions for in-kind donations and assure you that your generosity will be acknowledged.
- Past gifts have included golf carts, cars, trucks, communication devices (i.e. walkie-talkies, cell phones), plants/flowers, etc.

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"Musical Division Sponsor": \$3,500 and up

Perhaps the most visible entity in parades around the world is a band. And a big band, with a big sound, can truly be heard and remembered. To support these big sounds, the Millersville Community Parade Committee has created the "Musical Division Sponsor" level for sponsors contributing \$3,500 (or more) to the Millersville Community Parade. With this level of giving, the Millersville Community Parade can feature top-notch entertainment, larger prizes and more fun for everyone!

Benefits you receive as a "Musical Division Sponsor" include:

- Listing & active link from the Millersville Community Parade's Home Page to your company's website
- Your corporate name on the banner announcing the division's lead musical unit – as an option, carried by your company representatives
- Your corporate name will be used in all printed parade publicity, including parade volunteer t-shirts
- Your corporate name will be announced in all radio publicity
- Your corporate name will be listed as a major parade sponsor in the parade program
- Eight tickets to the post-parade, community/alumni luncheon (10/24/09 @ 12 noon, MU campus)
- Listed as "Musical Division Sponsor" in the Millersville Community Parade's sponsorship banner placed in Biemesderfer Stadium for all fall events
- Listed as "Musical Division Sponsor" in the Millersville Community Parade ad placed in the Penn Manor and Millersville University football programs
- VIP seats (2) at parade grandstand seating area.
- Four (4) Parade t-shirts.



717-872-3352; Steven DiGuiseppe, Parade Chairman

Please make checks payable to: **Millersville Parade** and **forward by July 31, 2009** to:
Millersville Community Parade, c/o Alumni Services Office, Millersville University, PO Box 1002, Millersville, PA 17551-0302

