



2021 | SPONSORSHIP COMMITMENT FORM

Each year, generous donations help to support entertainment, parade publicity and general administrative costs of coordinating the annual Millersville Parade. The parade budget is approximately \$50,000.

(Please print all information)

Name of Business/Donor _____

Contact Name _____

Mailing Address (Street/PO Box) _____

City _____ State _____ Zip _____

Day Phone (_____) _____ Cell/Mobile Phone (_____) _____ Fax:(_____) _____

E-mail: _____ Website: _____

Please print name as it should appear in Parade publications: _____

LEVEL OF GIVING/SPONSORSHIP *(check one only with an "x" on the appropriate box/space):*

- Platinum Sponsor \$5,000 and above* _____ Gift-in-Kind Donation
- Diamond Sponsor (\$2,500)* _____ Gift Item: _____
- Gold Sponsor (\$1,000)* _____ Value of Gift-in-Kind: \$ _____
- Ruby Sponsor (\$750)*
- Silver Sponsor (\$500)
- Bronze Sponsor (\$200)
- Friend (all other donors under \$100) _____ Amount enclosed: \$ _____

**Please email a logo with business name/information to: parade.millersville.edu*

MAKE ALL CHECKS PAYABLE TO: Millersville University. *Note: sponsorships are non-refundable.*

Please return this completed form with payment and artwork by
SEPTEMBER 3, 2021, in order to be acknowledged in media outlets:

**Millersville Parade c/o Office of Community Engagement, Government & Economic Development
Millersville University | PO Box 1002
Millersville, PA 17551-0302**

For questions pertaining to sponsorships, please contact:
Dr. Victor DeSantis @ Millersville University: **717-871-5742** | Email: **parade@millersville.edu**

Thank You for your support!

2021 Millersville Parade: Saturday, October 16 @ 8:30 a.m.: "Hometown Heroes"; www.parade.millersville.edu

FOR IRS PURPOSES, YOU RECEIVED NO GIFTS OR SERVICES IN RETURN FOR YOUR CONTRIBUTION. THE ENTIRE AMOUNT OF YOUR GIFT IS DEDUCTIBLE WITHIN IRS REGULATIONS.
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2021 | SPONSORSHIP PACKAGE AT-A-GLANCE

BENEFITS	PLATINUM SPONSOR \$5,000	DIAMOND SPONSOR \$2,500	GOLD SPONSOR \$1,000	RUBY SPONSOR \$750	SILVER SPONSOR \$500	BRONZE SPONSOR \$200
Banner (with your business name) in front of a band, supplied by Parade Committee	*					
COMPANY NAME ANNOUNCED:						
At Parade Grandstand	*	*	*	*	*	*
During parade or as time permits	3x	2x	1x			
Complimentary company vehicle in parade with signage provided by Parade Committee	*	*				
Guaranteed division (A) placement on parade day	*					
Complimentary company vehicle in parade (business to provide signage and vehicle)			*	*	*	
Complimentary float entry for sponsor/designated group (provided by business)	*					
Guaranteed "Right of First Refusal" for same sponsorship level the following year	*	*				
YOUR BUSINESS NAME/LOGO ON						
Advertising and publicity efforts	*					
Broadcast emails regarding parade day information	*	*				
Parade volunteer staff t-shirts	*	*	*			
Parade website with link	*	*	*	*	*	
Parade website (no link)						*
Poster (2 weeks pre-parade)	*	*	*	*		
Press releases/PSAs	*	*				
Media advertising	*	*				
Social media promotion (i.e., Facebook)	*	*	*			
PARADE DAY PROGRAM						
Page advertisement	1/2	1/4				
Company name listed w/logo (L)	*(L)	*(L)				
RESERVED SEATING FOR 2 AT PARADE GRANDSTAND	*					