



The Chapel Hill-Carrboro Holiday Parade



Fact Sheet

Location	East Franklin Street of Downtown Chapel Hill, North Carolina through West Franklin Street and onto Main Street and the Carrboro Town Commons
Date/Time	Saturday, December 13, 2008 10:00am – 12:00noon
Attendance	10,000+ will convene to attend the Annual Holiday Parade
Audience	The typical family in this area is highly educated, with single and dual incomes, with children. The largest segment of the population falls within a \$50-74,999 household income. Chapel Hill's median income is \$88,200.
Specific Activities	80+ Community-sponsored floats 10+ Major Float Displays Live Broadcast on WCHL Grand Marshall and other dignitaries Marching bands and other music The Parade route will essentially be from the Morehead Planetarium to Carrboro Town Commons
Marketing Opportunities	Community Support/Public Relations Brand Recognition Product Sampling
Promotional Opportunities	Official Holiday Float Sponsorship – On-Site Signage Live Mentions on radio broadcast Print Media, Chapel Hill News "Event Route" center spread Official Parade Website Logo Display

Presented by the...



Customized float sponsorship packages from \$500-\$1,500

A terrific opportunity to become involved with this annual event to celebrate the community spirit of the holidays

For further information, please email
parade@chapelhilljaycees.org
 or call **Charles Krupinski** at **(919) 672-1820**.