



The Chapel Hill-Carrboro "Holiday Parade"

(December 13, 2008 10:00 am – Noon)

SANTA SPONSORSHIP PACKAGE - \$1,500
(value - \$2,525)

ON-SITE COMPONENTS

- Santa Float Sponsor**
There is only one Santa Float in the parade – imagine the recognition!
- Master Of Ceremonies/Radio Broadcast – Announcements and Thank You**
Our own local WCHL will be invited to once again broadcast the parade live as the bands and floats pass by. A public address system will be used to recognize our participants and, as a sponsor, you will receive eight (8) live mentions.
- Corporate Banner/Logo on Parade Float**
Four (4) signs displayed on parade float with your company name/logo.

MEDIA COMPONENTS

- Parade Guide Promotional Ad in The Chapel Hill News**
A promotional ad in the center spread Parade Guide. The Parade Guide publishes Wednesday, December 10, 2008.
- Listing in Parade Guide**
Your company's name will be listed as a sponsor in the Parade Guide.
- Online Advertising at The Chapel Hill Jaycees**
Display company name/logo with link to your website.
- Collateral Rights**
Listing in all promotional pieces - fliers, posters, public service announcements, schedule of events, etc.

SANTA Sponsor

PARADE FLOAT

10,000+ Holiday Parade attendees will view your sponsorship as a commitment and support of community.

Drive brand recognition and differentiate your company from a cluttered market place.

Business / Company Name *Phone Number*

Authorized Contact (please print name) *Phone Number*

Authorized Signature *Date*

Street Address *City* *State* *Zip*

Please complete and return a signed copy to:

The Chapel Hill Jaycees
P. O. Box 3462
Chapel Hill, NC 27515