



# The Chapel Hill-Carrboro "Holiday Parade"

(December 13, 2008 10:00 am – Noon)

**STAR SPONSORSHIP PACKAGE - \$800**  
**(value - \$1,425)**

## ON-SITE COMPONENTS

- 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 (4) 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 Chapel Hill Jaycees websites**  
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.

**STAR  
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***