



# The Chapel Hill-Carrboro "Holiday Parade"

(December 12, 2009 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 centered in the center spread Parade Guide. The Parade Guide publishes Wednesday, December 9, 2009.
- 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 website**  
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**