



Drive brand recognition and differentiate your company in support of a time-honored community celebration.

The Chapel Hill-Carrboro Holiday Parade

(December 10, 2011 10:00 am – Noon)

SNOWFLAKE SPONSORSHIP PACKAGE - \$500 (value - \$675)

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 four (4) live mentions.
- Corporate Banner/Logo on Parade Float**
Four (4) signs displayed on parade float with your company name/logo.

MEDIA COMPONENTS

- Listing in Parade Guide**
Your company's name will be listed as a sponsor in the Parade Guide.
- Online Advertising at Chapel Hill Parade 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.

Snowflake Sponsor

PARADE FLOAT

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

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 Raleigh Jaycees
ATTN: Holiday Parade
P. O. Box 20244
Raleigh, NC 27619**