



**CORAL SPRINGS
HOLIDAY EXPRESS
PARADE**

**City of Coral Springs 2018
"HOLIDAY EXPRESS PARADE"**

Wednesday, December 12, 2018 • 7 p.m.
Visit CoralSprings.org/holidayparade for details.
2501 Coral Springs Drive • Coral Springs, FL 33065
Email: holidayparade@coralsprings.org
Phone: 954-345-2112 • Fax: 954-345-2111

October 2018

To our local business owners,

We would like to take a few moments to introduce you to the City of Coral Springs "HOLIDAY EXPRESS PARADE." The parade will take place on Wednesday, December 12, 2018, with a rain date of Thursday, December 13. Preparations are well underway, and we invite your business to be included as one of our sponsors for this exciting event.

Sponsoring our parade will provide your company with high-profile community exposure. We offer an event sponsorship program with two levels that feature a number of benefits that should satisfy your marketing goals. Businesses are also welcome to enter the parade as a for-profit for only \$200, a fee that is waived for Mayor's Cup sponsors.

More than 10,000 people view the City of Coral Springs Holiday Parade every year, and the count keeps growing. The City's TV Channel, available on Bluestream Communications and ATT UVerse, shows the parade during the holiday season. The show is also streamed online. We place ads in local newspapers, promote via social media, and post banners at City entrances, to help bring attention to the event and therefore our sponsors.

The Holiday Parade is also a Winterfest Sanctioned Event, and is listed among the events associated with the famous Winterfest Boat Parade in Fort Lauderdale.

This year's Holiday Parade is on track to be the biggest and best ever and will feature floats, bands, walking groups and other entries.

Please take a moment to look over the enclosed information, and consider the possibility of your company becoming a part of our event. Thank you for reviewing the sponsorship opportunities.

If you have any questions, you may call Louis Goldstein at 954-345-2112.

We look forward to hearing from you soon.

Sincerely,

The Holiday Parade Committee



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Mayor's Cup Sponsorship

Print...

Your company's name will be announced in Holiday Parade press releases issued by the City. Your company's logo or name will be displayed in advertising for the parade in local newspapers. Your company will have its name or logo prominently displayed on our sponsor board during the parade. The sponsor board is provided by the City of Coral Springs, and your company provides the City with a high-resolution color logo.

(\$5,000 Promotional Value)

Television...

Your company will be featured on the broadcast of the Holiday Parade. You will receive a DVD copy of the Holiday Parade show. The parade will be aired on CityTV (cable and online) during the holiday season. (\$2,500 Promotional Value)

Master of Ceremonies Recognition...

Your company will be recognized by the Master of Ceremonies on the evening of the parade, which will be re-broadcast on CityTV and online. There will be a minimum of 10 personalized sponsorship announcements made by the Master of Ceremonies before, during and after the parade. (\$1,500 Promotional Value)

Band Banner...

Let your company show their support by sponsoring a local school band. We have more than 10 bands in our parade each year. Your company's name or provided logo will be displayed on a banner that is carried preceding a participating band. (\$500 Promotional Value)

Parade Entry...

Your company will have the \$200 fee waived if you wish to enter a float or vehicle in the parade. This is a GREAT opportunity for your company to be recognized by more than 10,000 spectators. Please see the parade entry application if you wish to enter. (\$150 Value)

VIP Seating...

There will be reserved VIP seating for your company located in front of City Hall for you and up to eight guests during the parade. VIP seating is also where the Master of Ceremonies is located. *This is at the heart of the parade.*

Commission Recognition...

Mayor's Cup Sponsors will be recognized at a January City Commission meeting held at City Hall and aired on CityTV. (\$350 Promotional Value)

Total Mayor's Cup Sponsorship Value: \$10,000

Contribution for Mayor's Cup Sponsorship: \$1,000



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Band Sponsorship

Band Banner...

Your company can show their support by sponsoring a local middle or high school band. We have more than 10 bands in our parade each year. Your company's name or logo will be displayed on a banner, provided by the City, which is carried preceding your band. *For your logo to be included, you must provide the City with a high-resolution graphic file.*

(\$500 Promotional Value)

Media Recognition...

Your company will be recognized by the Master of Ceremonies on the evening of the parade, which will be re-broadcast on CityTV cable channel and online. There will be a minimum of 10 personalized sponsorship announcements made by the Master of Ceremonies before, during and after the parade. Your company's name will be mentioned in print advertising in local newspapers.

Your company will have its name or provided logo displayed on our sponsor board during the parade. *The sponsor board is provided by the City of Coral Springs, and your company provides the City with a high-resolution color logo.*

(\$1,500 Promotional Value)

Total Band Sponsorship Value: \$2,000

Contribution for Band Sponsorship: \$500