



## Sponsorship Opportunities

The Luther Burbank Rose Parade offers a number of sponsorship opportunities to fit your business marketing budget. Each sponsor level carries a number of unique benefits that will provide your business maximum exposure for name recognition and will enhance your corporate image.

### ~ PLATINUM LEVEL ~

#### PRESENTING PARADE SPONSOR

**\$25,000+**

##### Sustaining patron of the event

- Complimentary Parade entry and complimentary Festival booth
- Presenting Sponsor banner carried at the start of the Parade with the Sponsor's logo on it
- May provide up to six company banners to be posted along parade route and at Festival.
- Inclusion in special press release to all local newspapers, radio and magazines for advanced publicity naming them as Event Sponsor.
- Recognition by multiple announcements from parade announcers/local radio celebrities along the Parade route.
- Sponsor logo on the Volunteer t-shirts, entry forms, parade posters and appropriate flyers.
- Web site listing on [roseparadefestival.com](http://roseparadefestival.com), linking to your company web site.
- Includes all recognition offered at the other levels.

### ~ DIAMOND LEVEL ~

#### RED ROSE SPONSOR

**\$10,000**

- One complimentary entry in Parade, placement behind sponsor banner near front of parade
- One complimentary Festival booth.
- May provide up to four company banners to be posted along parade route and at Festival.
- Inclusion in press release that goes out to all local newspapers, radio and magazine.
- Recognition by multiple announcements from parade announcers/local radio celebrities along the Parade route.
- Sponsor logo on the Volunteer t-shirts, entry forms, parade posters and appropriate flyers.
- Web site listing on [roseparadefestival.com](http://roseparadefestival.com), linking to your company web site.
- Right to use the Parade name, logo and theme art in conjunction with any of their own Parade productions and materials.
- Other promotional opportunities will be added in as they arise.

#### FESTIVAL ENTERTAINMENT STAGE SPONSOR (1 SPONSORSHIP AVAILABLE)

**\$5,000**

- One complimentary entry in Parade, placement behind sponsor banner near front of parade.
- One complimentary Festival booth which may be used as desired for sales, sampling or other promotion.
- Banner provided by Parade and carried through the Parade with the Sponsor's logo on it designating them as the Entertainment Stage Sponsor.
- Sponsor logo on special banner provided by Parade and displayed at Festival.



# 2017 Sponsorship Opportunities

- Sponsor may provide up to two company banners to post along parade route and at festival.
- Sponsor included in press release that goes out to all local newspapers, radio and magazines
- Recognition by multiple announcements from parade announcers/local radio celebrities along the Parade route.
- Sponsor logo on the Volunteer t-shirts, entry forms, parade posters and appropriate flyers.
- Web site listing on [roseparadefestival.com](http://roseparadefestival.com), linking to your company web site.
- Other promotional opportunities will be added in as they arise.

## ~ GOLD LEVEL ~

### **PARADE DIVISION SPONSOR (5 SPONSORSHIPS AVAILABLE)**

**\$3,500**

*Lead a division of the parade, the parade is typically split into 5 separate divisions.*

- One complimentary entry in Parade, placement near the front of your division.
- One complimentary Festival booth which may be used as desired for sales, sampling or other promotion.
- Parade will provide division banner carried through the Parade with Sponsor's logo on it.
- Sponsor may provide up to three banners for display along the Parade route.
- Sponsor included in press release that goes out to all local newspapers, radio and magazines.
- Recognition by multiple announcements from parade announcers/local radio celebrities along the Parade route.
- Right to use the Parade name, logo and theme art in conjunction with any of their own Parade productions and materials.
- Sponsor logo on Volunteer t-shirts, parade posters and appropriate flyers.
- Web site listing on [roseparadefestival.com](http://roseparadefestival.com), linking to your company web site.

### **FESTIVAL AREA SPONSOR (5 SPONSORSHIPS AVAILABLE)**

**\$2,500**

- Sponsor may provide two banners for display along parade route and Festival area.
- One complimentary entry in the Parade and one complimentary Festival booth.
- Recognition by multiple announcements from parade announcers/local radio celebrities along the Parade route.
- Sponsor logo on Volunteer T-shirt, parade posters and appropriate flyers.
- Sponsor may provide one additional banner to be placed along parade route or festival area
- Web site listing on [roseparadefestival.com](http://roseparadefestival.com), linking to your company web site.

## ~ SILVER LEVEL ~

### **JUDGES STAND SPONSOR (2 SPONSORSHIPS AVAILABLE)**

**\$1,500**

- Four passes to view parade from Judges' Stand – *special opportunity not available to the general public.*
- Sponsor may provide one banner for display on Judges' Stand.
- One complimentary entry in the Parade OR one complimentary Festival booth.
- Recognition by multiple announcements from parade announcers/local radio celebrities along the Parade route.
- Sponsor logo on Volunteer T-shirt, parade posters and appropriate flyers.
- Sponsor may provide one additional banner to be placed along the parade route.
- Web site listing on [roseparadefestival.com](http://roseparadefestival.com), linking to your company web site.



# 2017 Sponsorship Opportunities

## **VIP VEHICLE SPONSOR (1 SPONSORSHIP AVAILABLE)\$1,500**

*Sponsor or Provide vehicles for VIP dignitaries to ride in.*

- Sponsor provides at least 3 vehicles to transport VIP dignitaries in the parade.
- One complimentary entry in the Parade OR one complimentary Festival booth.
- Recognition by multiple announcements from parade announcers/local radio celebrities along the Parade route.
- Sponsor may provide one banner for display along parade route.
- Sponsor logo included on Volunteer T-shirt, parade posters and appropriate flyers.
- Sponsor may provide one banner to be placed along the parade route.
- Web site listing on [roseparadefestival.com](http://roseparadefestival.com), linking to your company web site.

## **~ BRONZE LEVEL ~**

### **SPECIAL AWARD SPONSOR**

**\$500**

*The best of the best: Sweepstakes – Best Unit in the Parade; Sweepstakes Equestrian Unit; Best Use of Roses, Best Entry Tribute to Luther Burbank; Best Use of Theme; Thomas P. Keegan Award – best entry using local history; Best Use of Recycled Materials; Best Use of Color.*

- Sponsor name printed on award and announced at awards ceremony.
- Recognition by multiple announcements from parade announcers/local radio celebrities along the Parade route.
- Web site listing on [roseparadefestival.com](http://roseparadefestival.com), linking to your company web site.