

New Opportunity!

Official Event Sponsor Package

\$75,000

The Official Event Sponsor package offers a significant presence at the Parade. It includes the opportunity to have category exclusivity around a proprietary platform, a giant inflatable balloon in the Parade and substantial exposure opportunities. *Proprietary platform options include:

- Breakfast platform** – includes exclusivity as provider of breakfast food and drinks at Parade; access to sell food and drinks to crowd at Parade
- Float platform** – includes sponsorship and recognition around all floats and promotional rights to “Vote for Your Favorite Float” contest online
- Marching band platform** – includes sponsorship and recognition around all marching bands; promotional rights including opportunity to create “Battle of the Bands”
- Volunteer platform** – includes access to volunteers; promotional rights including the opportunity to outfit volunteers; opportunity to host volunteer training and appreciation events
- VIP/hospitality platform** – includes access to VIP attendees; opportunity to host additional VIP events
- Unique co-created platform** – generated by the sponsor and approved by the Parade; sponsor would be responsible for any related expenses

** Title sponsor has first option to select preferred proprietary platform*

Other Official Event Sponsor Benefits:

- Opportunity to use designation of “Official Sponsor”
- Opportunity to use the Children’s logo in connection with the Parade (:30) second commercial spot on the nationally syndicated telecast
- 25 VIP sponsor section tickets to the Parade
- 25 VIP sponsor brunch tickets following the Parade at The Adolphus
- Opportunity to purchase one section of 75 seats before public sale
- Sponsor logo or name included on official Parade Web site
- Sponsor logo displayed on posters, counter cards, etc.
- Recognition on the electronically produced banners on telecast
- Recognition on sponsor signage displayed at the sponsor brunch
- Recognition on balloon signage
- Recognition on signage/banners preceding proprietary platform units
- Sponsor’s corporate facts incorporated into Parade script
- Opportunity to conduct pre-approved fundraising offers and themed promotional campaigns leading up to the Parade
- Opportunity to distribute promotional items along the Parade route
- And ... many, many more!



Corporate Sponsorship Opportunities

Saturday, December 5, 2009



Benefiting





Corporate Sponsorship Benefits & Opportunities*

	Giant Inflatable Balloons	Parade Floats	Costume Characters	Sampling Opportunity	Pooper Scooper Brigade	Marching Bands
	\$12,500	\$10,000	\$5,000	\$5,000	\$5,000	\$5,000
VIP sponsor section tickets to the Parade	10	8	4	4	4	4
VIP sponsor brunch tickets following the Parade at The Adolphus	10	8	4	4	4	4
Sponsor logo or name included on official Parade Web site (www.children.com/parade)	logo and name	logo and name	name only	name only	name only	name only
Recognition in hospital publications as appropriate	X	X	X	X	X	X
Opportunity to purchase a 25 seat bleacher section on City Hall Plaza at the discounted price of \$375 (\$15 per ticket). Deadline for purchasing bleacher seats is October 1, 2009	X	X	X	X	X	X
Banner with sponsor name preceding Parade element	X	X				X
Electronically produced banner with sponsor name visible to television audiences, both during live broadcast and in syndication. Syndicated broadcast shown in over 150 markets	X	X	X			X
Sponsor name mentioned during Parade broadcast	X	X	X		X	X
Recognition on sponsor signage displayed at the sponsor brunch	X	X	X	X	X	X
Sponsor's corporate facts incorporated into Parade script (information to be provided by sponsor)	X	X	X			
Opportunity to distribute Parade-approved promotional items along certain areas of the Parade route prior to 9:30 a.m.	X	X	X	X	X	X
Unique element-specific opportunities	Opportunity to have employees participate in the Parade as balloon handlers	Opportunity to have sponsor logo on both sides of Parade float	Opportunity to have signage with sponsor name on vehicle transporting costume character	Opportunity to set up a sampling station at City Hall Plaza in addition to distributing products along Parade route prior to start of the Parade (products must be approved by Children's prior to Parade)	Opportunity to have corporate logo/name on the equipment. Chance for employees to participate as brigade members	Opportunity to have corporate mascot or character march in front of sponsored band