

## **Laguna Niguel Holiday Parade**

### **2018 Sponsor Benefits**

*Sponsorship may include cash or in-kind/goods, or a combination of both.*

#### **PLATINUM SPONSOR (\$5,000 +)**

- Promotional handouts at information booths and giveaways to crowd
- Invitation to attend VIP Staging area at St. Timothy's Church (Maximum of 1 reporter or 1 photographer – No exceptions). Interviews with celebrity guests are not guaranteed.
- Entry in the Holiday Parade - *Note: Entry is subject to Parade committee rules/approval*
- Company logo on Parade t-shirts worn by volunteers/VIP's (300)
- Company logo on flyers
- Company logo on Parade Poster (300)
- Company logo to appear in (2-4) full page ads in Laguna Niguel News\*
- Company logo in event program (3,000)
- Invitation to sit at VIP Viewing (8 guests)
- Company name acknowledged in City of Laguna Niguel Spring Recreation Brochure (mailed to 26,000 homes)
- Company name announced on parade rebroadcast\*
- Company name announced along the route, during the parade.
- Company name listed on laguananiguelparade.com website.
- Sponsorship includes a Parade t-shirt, program, poster and ribbon

#### **GOLD SPONSOR (\$2,500+)**

- Entry in the Holiday Parade-*Note: Entry is subject to Parade committee rules/approval*
- Company logo on Parade t-shirts worn by volunteers/VIP's (300)
- Company logo on flyers
- Company logo on Parade poster (300)
- Company logo to appear in (2-4) full page ads in Laguna Niguel News\*
- Company logo in event program (3,000)
- Invitation to sit at VIP Viewing (4 guests)
- Company name acknowledged in City of Laguna Niguel Spring Recreation Brochure (mailed to 26,000 homes)
- Company name announced on parade rebroadcast\*
- Company name announced along the route, during the parade.
- Company name listed on laguananiguelparade.com website.
- Sponsorship includes a Parade t-shirt, program, poster and ribbon

#### **SILVER SPONSOR (\$1,000+)**

- Company logo in event program (3,000)
- Invitation to sit at VIP Viewing (2 guests)
- Company name acknowledged in City of Laguna Niguel Spring Brochure (mailed to 26,000 homes)
- Company name announced on parade rebroadcast\*
- Company name announced along the route, during the parade
- Company name listed on laguananiguelparade.com website.
- Sponsorship includes a Parade t-shirt, program, poster and ribbon

#### **FRIEND SPONSOR (\$100-\$999)**

- Company name listed in the event program
- Company name listed on laguananiguelparade.com website.

*\*Subject to approval/confirmation of benefit by vendor.*