



# **SPONSORSHIP OPPORTUNITIES**



## **2011 Greater Bridgeton Area Holiday Parade**

**Sunday November 27  
Downtown Bridgeton, NJ**



## Greater Bridgeton Area Holiday Parade



Please join us as we make plans for the 2011 Holiday Season in celebration of the 325<sup>th</sup> Anniversary of Bridgeton.

### Parade Sponsorship Package

#### MAJOR PARADE SPONSOR: \$2,000.00

Major Parade Sponsorship will be provided with the lead unit in the parade line-up

- Major Sponsor will be provided with a Custom Float and may have representatives of the company or family member of employees riding on the float
- Lead Banner identifying Major Parade Sponsor. **(Sponsor supplies own banner)**
- Major Sponsor's name on heading of all literature and advertising, both before and after the parade. This includes mention of this level of sponsorship in all radio Public Service Announcements, interviews, press articles and printed advertising
- Major Parade Sponsor Corporate Banner displayed during the event as the only permanent banner to be on display at the parade judges and announcers stand located at the busiest portion of the parade route

#### GOLD SPONSOR: \$1,000.00

Sponsorship of a **Professional Float** (sponsor has choice of available designs or may suggest float design that follows parade theme)

- Sponsor may choose individuals or groups to be represented on the float

Sponsorship of a **Professional Band**

- This year's bands will include numerous professional bands playing traditional holiday music.
- Additional Sponsorship Packages may be available in this category and can be tailored to an organization's specific needs or request
- Banner leading the sponsored parade entry identifying sponsor's company, organization, or group **(Sponsor supplies own banner.)**
- Sponsor's name listed in all advertisements of event; Newspaper, Radio, Printed literature

## SILVER SPONSOR: \$500.00

Sponsorship of a local **High School or Elementary School Band**

- Banner leading sponsored band with company, organization or group name, and name of band (**Sponsor supplies own banner.**)
- Sponsor's name listed in all advertisements of event; Newspaper, Radio, Printed literature

## BRONZE SPONSOR: \$250.00

Sponsorship of **Characters and Elves**

Examples of last year's characters included the Grinch, Rudolf the Red Nosed Reindeer, Frosty the Snowman, Mickey and Minnie Mouse, Dora the Explorer, Bob the Builder and many more

- Name of company, organization or group on a banner in the parade leading the different characters (one banner listing all sponsors for this level)
- Sponsor's name listed in all advertisements of event; Newspaper, Radio, Printed literature

**Additional sponsorship opportunities may be available to specifically fit the needs of the company, organization, or group expressing interest.**

Please contact Edward Bethea, President Bridgeton Main Street, at 856-497-6655 ([ebethea@gatewaycap.org](mailto:ebethea@gatewaycap.org)) or the Bridgeton Main Street Office at 856- 453-8130 or via e-mail: [carolahartley@aol.com](mailto:carolahartley@aol.com) for updates and availability of sponsorship opportunities.

- ❖ Checks should be made payable to: **Bridgeton Main Street - Holiday Parade**
- ❖ Payment for sponsorship packages should be mailed to:

## Greater Bridgeton Area Holiday Parade Committee

C/O Bridgeton Main Street - 59 E. Commerce Street, Bridgeton, N.J. 08302  
856- 453-8130 or 973-864-4001

Web: [www.getbridgeton.com](http://www.getbridgeton.com) E-Mail: [carolahartley@aol.com](mailto:carolahartley@aol.com)



Bridgeton Main Street along with the 2011 Greater Bridgeton Area Holiday Parade Committee and all the hosts, sponsors, contributors, and participants of this year's special event look forward to you joining us in celebrating the holiday season as part of the Bridgeton 325 celebration.

