

GREATER BRIDGETON AREA HOLIDAY PARADE

**Carol Musso & Steve Wymbs
Co-Chairs**

“I BELIEVE...The Wonder of the Holiday”

C/O Bridgeton Main Street Association
59 E. Commerce Street, Bridgeton, N.J. 08302-2650
(856) 453-8130

On the Web: www.bridgeton-parade.com
E-Mail: info@bridgeton-parade.com

Please join us in celebrating this Holiday Season

The 2009 Greater Bridgeton Christmas Parade will be televised in its entirety during the weeks following the parade in cooperation and partnership with QBC TV2. Parade commentary will be provided by Kimberly Wood, Director of Marketing and Business Retention for Cumberland County along with personalities from QBC TV2.

Sponsorship Packages are available at the following levels:

MAJOR PARADE SPONSOR: \$3,000.00

- 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
- 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's name highlighted in the opening announcements during the event by both the "on street announcers" and the television commentary along with continued acknowledgement throughout the event
- 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

GREATER BRIDGETON AREA HOLIDAY PARADE COMMITTEE

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PLATINUM SPONSOR: \$2,000.00

- Sponsorship of a **Mummers Marching String Band, Drum and Fife Corp. Band**, (if available) in the parade
- Banner identifying sponsorship, leading sponsored marching unit. This level of sponsorship will be in the early stages of the parade immediately following the Grand Marshals and Miss New Jersey
- Sponsor's name highlighted in all advertisements of event;
Television, Newspaper, Radio and Printed literature

GOLD SPONSOR: \$1,000.00

- Sponsorship of the attendance of **Miss New Jersey** (only one sponsorship available)
- 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'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's name listed in all advertisements of event;
Newspaper, Radio, Printed literature

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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 Carol Musso, Co-Chair, at (856) 455-3027 or the Bridgeton Main Street Office at (856) 453-8130 or via e-mail: info@bridgeton-parade.com for updates and availability of sponsorship packages.

- ❖ Checks should be made payable to: **Bridgeton Holiday Parade Committee**
- ❖ Payment for sponsorship packages should be mailed to:
Greater Bridgeton Area Holiday Parade Committee
C/O Bridgeton Main Street Association
59 E. Commerce Street
Bridgeton, New Jersey 08302-2650

The Greater Bridgeton Area Holiday Parade Committee and all the hosts, sponsors, contributors, and participants of this year's event look forward to you joining us in celebrating this holiday season.