

2017 BG Community Holiday Parade - "Our Best Hometown Holiday"

Saturday November 18 ~ starting at 10:00am ~ Downtown BG

Sponsorship/Donation Form

Each year, donations help to support band stipends, parade publicity, general administrative costs of coordinating the parade, as well as the cost of filming and rebroadcasting the parade. The Unit Registration fee will be waived if you are a sponsor. The parade will be broadcast in HD, by **WBGU-PBS!**

All sponsors will be recognized in the Chamber Chatter, Chamber Newsletter, on our website and on social media.

Please place a checkmark on your sponsorship level and complete form on reverse side. Thank you from our Holiday Parade Project Team!

Four Corners — Premiere Sponsors — \$1000

2nd Unit SOLD



Limited to the first 2 Donors—1 as the Lead Unit and the 2nd as the unit ushering Santa

- Premiere sponsor placement on all printed materials, including ads
- With choice of placement in Parade (first come first serve)
- Name/logo placed on "Best of Show" trophy as sponsor
- Sponsorship banner placed with sponsor float
- Repeated sponsor recognition during Parade broadcast
- Premier listing in Sentinel-Tribune "Thank You" announcement
- Premier listing with name/logo in Chamber Chatter during November
- Premier listing on Chamber website
- Premier listing with complementary 1/2 page ad in Chamber Newsletter

Ay Ziggy! Sponsors — \$750

- Top sponsor placement on all printed materials, including ads
- Sponsor float/unit placed in first 5 units of the Parade.
- Sponsorship banner placed with sponsor float
- Repeated sponsor recognition during Parade broadcast
- Top listing in Sentinel-Tribune "Thank You" announcement
- Top listing with name/logo in Chamber Chatter during November
- Top listing on Chamber website
- Top listing with complementary 1/4 page ad in Chamber Newsletter

Santa Sponsor - \$500

- Sponsor name/logo on banner with Santa float
- Sponsor recognition during Parade broadcast
- Name in Sentinel-Tribune "Thank You" announcement
- Name/logo in Chamber Chatter during November
- Name on Chamber website
- Name with business card size ad in Chamber Newsletter

SOLD



Full Pull! Sponsors — \$550

- Sponsor float/unit immediately in front of Santa's float, with sponsor banner.
- Sponsor recognition during Parade broadcast
- Name in Sentinel-Tribune "Thank You" announcement
- Name/logo in Chamber Chatter during November
- Name on Chamber website

Band Sponsors — \$450

- Name OR logo on banner in front of a local marching Band
- **Up to 3** sponsors/sponsorships may be listed per band banner
- Sponsors may request a specific band; **first-come, first-served.**
- Name in Sentinel-Tribune "Thank You" announcement
- Name in Chamber Chatter during November
- Name on Chamber website & Chamber Newsletter

Black Swamp Sponsors — \$300

- Sponsor name promotion during Parade broadcast
- Name in Sentinel-Tribune "Thank You" announcement
- Name in Chamber Chatter during November
- Name on Chamber website & Chamber Newsletter

Bobcat Spirit Sponsors — \$150 to \$299

- Name in Sentinel-Tribune "Thank You" announcement
- Name in the Chamber Chatter during November
- Name on Chamber website & Chamber Newsletter

Hometown Proud Sponsors — \$50 to \$149

- Name in Sentinel-Tribune "Thank You" announcement
- Name in the Chamber Chatter during November

WBGU Broadcast Sponsors — \$250*

Limited to the first 4 Donors

- Part of the parade sponsor spot that will air at the beginning and at the end of each broadcast of the 2017 Holiday Parade
- Mention as a sponsor in WBGU's December and January member Preview Guide (about 5000 mailed each month)
- Mention on WBGU website (month of December and January) — www.wbgu.org (about 19,000 viewers each month)
- Mention in the WBGU e-Newsletter — 3,000 emailed bi-weekly.
- ***Broadcast sponsor may be added to any Black Swamp or higher sponsor package for only \$200 SAVE \$50!**

2017 BG Community Holiday Parade - "Our Best Hometown Holiday"

Sponsorship Form ~ Saturday November 18 ~ starting at 10:00am ~ Downtown Bowling Green

- Sponsorships/Donations must be received by November 6, 2017 at 5:00pm, if you want to be acknowledged in media outlets. (The sooner your sponsorship is received, the more opportunities for acknowledgement in various media and BG Chamber communications.)
- If you wish to register a parade unit, a separate Registration form must be completed.
- **Registration fee for units is waived for sponsors**
- Please, all ads and logos **MUST** be turned in **no later than November 6, 2017 at 5:00pm; pdf or jpeg format**. This allows us time to compile information and advertise your company/name in advance of the parade. *No late entries will be accepted.* Please email all material to Steve Deutschman:
SteveDeutschman@bgchamber.net
- Make checks out to: **BG Chamber of Commerce Foundation/Holiday Parade**
- Mail to: *Bowling Green Chamber of Commerce*
PO Box 31
Bowling Green, OH 43402
or return it in person at the Chamber office, at 130 South Main Street.
- **Questions?** Call the Chamber at **419-353-7945**, or email MarissaMuniz@bgchamber.net
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Donor Name (Individual/Organization, as you would like displayed)

Contact Name

Mailing Address

City _____ **State** _____ **Zip** _____

Phone _____ **Fax** _____ **Email** _____

Cell Phone: _____

Sponsorship Level _____

Amount Enclosed \$ _____

Thank You!