

42nd Annual Gazette Holiday Parade Sponsor Opportunities



Saturday
November 20
5:00 PM

Our 2009 Parade theme is: *Schenectady Celebrates Disney!*

The Gazette Holiday Parade draws up to 40,000 spectators as it ushers in the holiday season for the Capital Region. It is the largest nighttime parade in the Northeast. This 42nd edition promises to be the biggest and best ever! Join our unique and highly visible annual tradition, the Holiday Parade offers sponsor companies a opportunity to show their support of the community!

Gold (Primary Sponsor): \$5,000

- ❖ 15-foot banner acknowledging your company as the “Gold Parade Sponsor” at the beginning of the parade.
- ❖ Complimentary Parade *Entry (Float or marchers – value \$50)*
- ❖ Recognition as the “Gold Parade Sponsor” at the Parade Reception.
- ❖ Sponsor logo acknowledgement on all parade advertising and posters. An ad in the *Daily Gazette* and the Chamber newsletter thanking your company for being the “Gold Parade Sponsor.”
- ❖ Acknowledgement as the Gold Sponsor in all press releases.
- ❖ The right of first refusal as the Gold Sponsor of next year’s parade.

Silver (Division Sponsor): \$2,000

- ❖ Ten-foot banner in the parade identifying your company as a Silver sponsor.
- ❖ Complimentary Parade *Entry (Float or marchers – value \$50)*
- ❖ Recognition at the Holiday Parade Reception as a Silver Sponsor.
- ❖ Your logo prominently featured in all print advertising and posters.
- ❖ Acknowledgement as a Silver Sponsor in all press releases.
- ❖ Your logo in a *Daily Gazette* ad thanking sponsors after the Parade.

Bronze (Band Sponsor): \$1,000

- ❖ Six-foot banner featuring your organization name in the parade.
- ❖ Your organization name in all print advertising.
- ❖ Complimentary Parade *Entry (value \$50)*
- ❖ Framed commemorative “Bronze Sponsor” certificate.
- ❖ Acknowledgement as a Bronze Sponsor in all press releases.

The Chamber of Schenectady County
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