

COLUMBUS DAY PARADE OF NORTH JERSEY



SPONSORSHIP OPPORTUNITIES

The Parade Committee will be providing an extensive Public Relations and Advertising Campaign prior to September 30, 2012 the date of the event. There are four levels of co-sponsorship.

PLATINUM SPONSORSHIP ~ \$10,000

1. Prominent placement of brand logo on all parade material.
2. Inclusion of brand logo and product ad slick in all newspaper advertising for the Parade.
3. Inclusion of brand logo on street banners (approx. 46" x 60") lining the Parade route.
4. Full Gold page advertisement in the Commemorative Journal, a publication listing the Parade line-up which will be distributed to spectators at the Parade.
5. Inclusion of brand logo on posters to be distributed in Bergen, Hudson, Morris and Passaic counties.
6. Brand logo on Web site.

GOLD SPONSORSHIP ~ \$5,000

1. Inclusion of brand logo and product ad slick in all newspaper advertising for the Parade.
2. Inclusion of brand logo on street banners (approx. 46" x 60") lining the Parade route.
3. Full Gold page advertisement in the Commemorative Journal, a publication listing the Parade line-up which will be distributed to spectators at the Parade.
4. Inclusion of brand logo on posters to be distributed in Bergen, Hudson, Morris and Passaic counties.
5. Brand logo on Web site.

SILVER SPONSORSHIP ~ \$2,500

1. Inclusion of brand logo on street banners (approx. 46" x 60") lining the Parade route.
2. Full Gold page advertisement in the Commemorative Journal, a publication listing the Parade line-up which will be distributed to spectators at the Parade.
3. Inclusion of brand logo on posters to be distributed in Bergen, Hudson, Morris and Passaic counties.
4. Brand logo on Web site.

BRONZE SPONSORSHIP ~ \$1,000

1. Inclusion of brand logo on posters to be distributed in Bergen, Hudson, Morris and Passaic counties.
2. Full Gold page advertisement in the Commemorative Journal, a publication listing the Parade line-up which will be distributed to spectators at the Parade.
3. Brand logo on Web site.

Make all checks payable to: Columbus Day Parade of North Jersey, Inc.
65 Central Avenue • Hackensack, NJ 07601

Phone: (201) 488-5795 Fax: (201) 343-8720

E-mail: columbusparadenj@gmail.com

www.columbusdayparadeofnorthjersey.org