



EVERYONE LOVES A PARADE!

After the City of Monterey discontinued the 4th of July Parade a decade ago, many of our members and friends asked the downtown business community to bring it back. I am very happy to say that for the last seven years we have done just that, and it has been an overwhelming success! In fact, it has already become a peninsula-wide community tradition thanks to our sponsors.

Now the excitement is building for the 2019 Monterey 4th of July Parade. The parade will be held on Thursday, July 4, beginning at 10:00 a.m. The Old Monterey Foundation and the Old Monterey Business Association are teaming up, bringing the color and excitement of creative floats, balloons, dance and drill teams, bands and special guests to downtown Monterey. Like last year, thousands and thousands of spectators, both residents and visitors, are expected to line the parade route in this family friendly 4th of July celebration, in the best tradition of Old Monterey.

Our community needs your support to make this year's parade again a tremendous success for all. The 4th of July Parade will provide your business with:

Great Community Involvement!
Visibility!
Media Coverage!
Marketing Benefits!

"Please consider a sponsorship at any level this year, so we can continue to showcase downtown Monterey, as we move toward the City's 250th Anniversary in 2020!"
— Rick Johnson

This is a terrific year to show your support and community pride by being part of the parade, but **we need your tax exempt donation** to again make this year's parade a big success.

We wish to extend our appreciation in advance for your consideration and commitment to downtown Monterey and this year's 4th of July Parade.

4TH OF JULY PARADE SPONSOR BENEFITS

VISIBILITY!

- Huge Parade attendance
- Website exposure with a link to your site
- Local and Regional press coverage

GREAT BENEFITS!

Thousands of consumer impressions via:

- Event hospitality package
- Event signage
- Business name or logo in print ads and materials
- *Sponsorship is tax deductible*
- **EXPOSURE, EXPOSURE, EXPOSURE!**

COMMUNITY INVOLVEMENT!

- Community outreach for your company
- Employee team building opportunities
- The heartfelt gratitude of our neighbors, visitors and customers for bringing back the parade
- ***Reminder to the entire area that downtown Monterey is where the Peninsula has celebrated the important events in our lives for almost 250 years! Please be part of that amazing legacy!***

4TH OF JULY PARADE SPONSORSHIP LEVELS

Presenting Patriot

\$15,000 – Presenting Sponsor (limited to industry exclusivity)

1. Recognized as a presenting sponsor of the parade (**Monterey 4th of July Parade – presented by “Company Name”**)
2. Complementary company name and logo listed as presenting sponsor on the parade lead and closing banner (2.5' x 8')
3. Company name and logo listed as presenting sponsor on all parade advertisements
4. Company recognition as presenting sponsor on all media press releases
5. Company name and logo listed on sponsorship board placed at City of Monterey Community Lawn Party
6. Name recognition announced during the parade
7. Complimentary Commercial Business unit space in front positions during the parade
8. 2.5' x 8' sponsorship and recognition banner with logo preceding 15' helium inflated balloon unit
9. Overwhelming community appreciation

Red, White, and Blue Sponsor

\$5,000

1. Company name and logo on all parade advertisements in predominate location
2. Company name and logo listed on sponsorship board placed at City of Monterey Community Lawn Party
3. Company recognition announced during the parade
4. Complimentary Commercial Business unit space during the parade
5. 2.5' x 8' sponsorship and recognition banner with logo preceding a specialty or musical unit

Founding Fathers Sponsor

\$1,000

1. Company name on all parade advertisements
2. Company name listed on sponsorship board placed at City of Monterey Community Lawn Party
3. 2.5' x 8' sponsorship and recognition banner preceding a specialty or musical unit

Betsy Ross “American Flag” Sponsor

\$500

1. Company name on all parade advertisements
2. Company name listed on sponsorship board placed at City of Monterey Community Lawn Party
3. Name included on community sponsorship banner preceding a specialty or musical unit

Independence Day Contributor

\$250

1. Company name on all parade advertisements
2. Company name listed on sponsorship board placed at City of Monterey Community Lawn Party

PARADE SPONSORSHIP FORM

(Please type or print clearly)

Company Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Office / Contact Number: (_____) _____ Fax: _____

Title: _____

Contact Person: _____

Email: _____

Website: _____

Social Media: _____

Authorized Representative: _____

Signature: _____

Please indicate your level of participation:

- | | |
|--|----------|
| <input type="checkbox"/> AMERICAN PATRIOT PRESENTING SPONSOR | \$15,000 |
| <input type="checkbox"/> RED, WHITE, AND BLUE SPONSOR | \$5,000 |
| <input type="checkbox"/> FOUNDING FATHERS SPONSOR | \$1,000 |
| <input type="checkbox"/> BETSY ROSS "AMERICAN FLAG" SPONSOR | \$500 |
| <input type="checkbox"/> INDEPENDENCE DAY CONTRIBUTOR | \$250 |

Make checks payable to "OLD MONTEREY FOUNDATION"

Upon receipt of this form to the Old Monterey Business Association, a representative will meet with you to discuss your sponsorship selection and answer any questions. All participants in the parade must abide by the parade rules and guidelines set forth by the Parade Committee. These guidelines and application can be found at www.oldmonterey.org

If you have any questions, please feel free to contact our office at (831) 655-8070.

Return by...

Mail:

**Old Monterey Foundation
98 Del Monte Ave. Suite 201
Monterey, CA 93940**

Fax:

831-655-8072

Email:

info@oldmonterey.org

Please make a copy for your records