



THE CITY OF
MONTEREY



EVERYONE LOVES A PARADE!

And now is the time!!!

The excitement is just beginning for the return of Downtown Monterey's first 4th of July Parade following the COVID-19 shutdown celebrating the City of Monterey's 252nd Birthday! The parade will be held on Monday, July 4th, beginning at 10:00 a.m.

The Old Monterey Foundation and the Old Monterey Business Association are teaming up to bring the color and excitement of local Monterey Peninsula groups, marching bands, dance & drill teams, and special guests & dignitaries to the Monterey Peninsula. At our last parade in 2019, thousands and thousands of spectators, both residents and visitors, lined the parade route for this family friendly 4th of July celebration. 2022 is expected to be even better, as we celebrate together! You are invited to be a part of the grand celebration as a valued sponsor. The 4th of July Parade will provide your business with:

Great Community Involvement!

Awesome Visibility!

Extensive Media Coverage!

Unique Marketing Benefits!

**The Opportunity to Become Part of
Monterey's Bold History!**

*"Please be a part of
bringing back the
post-pandemic
Downtown Monterey
4th of July Parade!"
- Rick Johnson*

Now is the time to send your 2022 **tax exempt sponsorship donation to the Old Monterey Foundation**, to be an integral part of the 2022 celebration of Monterey's bold past and golden future.

4TH OF JULY PARADE SPONSOR BENEFITS

In 2019 (pre-pandemic) Yelp named Monterey as the TOP national destination for 4th of July holiday travelers!!

VISIBILITY!

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

GREAT BENEFITS!

Thousands of consumer impressions via:

- Event signage
- Business name or logo in ads and materials
- Showcase your favorite charitable organization
- **Sponsorship is tax deductible!**
- **EXPOSURE, EXPOSURE, EXPOSURE!**

COMMUNITY INVOLVEMENT!

- Regional community outreach for your company
- Employee team building opportunities
- The heartfelt gratitude of our neighbors, visitors and customers for sponsoring this grand community celebration of our City, our Peninsula, and our common history
- **Reminder to the entire area that Monterey is where the Peninsula has celebrated the important events in our lives for over 252 years!**
- **Be integral to our community moving forward from the Pandemic!**

MONTEREY 4TH OF JULY PARADE SPONSORSHIP LEVELS

Star-Spangled Banner

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

1. Recognized as a presenting sponsor of the parade (*4th of July Parade – presented by “YOUR 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 a specialty or musical unit
9. Overwhelming community appreciation

Founding Fathers

\$7,000

1. Company name and logo on all parade advertisements listing sponsors 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

Betsy Ross “American Flag”

\$1,000

1. Company name on all parade advertisements listing parade sponsors
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

Red, White, and Blue

\$500

1. Company name on all parade advertisements listing parade sponsors
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 listing parade sponsors
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 sponsorship participation:

- STAR SPANGLED BANNER (PRESENTING SPONSOR) \$15,000
- FOUNDING FATHERS \$7,000
- BETSY ROSS "AMERICAN FLAG" \$1,000
- RED, WHITE, AND BLUE \$500
- 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 contact 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., Ste 201
Monterey, CA 93940**

Fax: **831-655-8072**

Email: **info@oldmonterey.org**

Please make a copy for your records