



Where California was Born.



THE CITY OF  
**MONTEREY**



## EVERYONE LOVES A PARADE!

**The excitement is just beginning for the Downtown Monterey 4<sup>th</sup> of July Parade!**

The parade will be held on Tuesday, July 4, 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 creative floats, marching bands, dance & drill teams, and special guests & dignitaries to the Monterey Peninsula. In 2022, thousands and thousands of spectators, both residents and visitors, lined the parade route for this family friendly 4<sup>th</sup> of July celebration. 2023 is expected to be even bigger, and even better.

You are invited to be a part of the grand celebration as a valued sponsor. The 4<sup>th</sup> 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 consider a  
sponsorship at any  
level as we showcase  
and celebrate  
Downtown Monterey!”*

Now is the time to budget your 2023 **tax exempt sponsorship donation** to be an integral part of the 2023 parade celebration of Monterey's bold past and golden future.

# 4TH OF JULY PARADE SPONSOR BENEFITS

## VISIBILITY!

- Huge Parade attendance
- Website exposure with a link to your site
- Local, Regional and National press coverage
- In 2019 Yelp named Monterey as the TOP national destination for 4th of July holiday travelers!!

## GREAT BENEFITS!

Thousands of consumer impressions via:

- Event signage
- Business name or logo in print 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!*

**This is your opportunity to be part of that amazing legacy!**

# MONTEREY 4TH OF JULY PARADE SPONSORSHIP LEVELS

## **Presenting Patriot**

\$20,000 – Presenting Sponsor (limited to industry exclusivity)

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

## **Red, White, and Blue Sponsor**

\$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

## **Founding Fathers Sponsor**

\$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

## **Betsy Ross “American Flag” Sponsor**

\$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 participation:***

- AMERICAN PATRIOT PRESENTING SPONSOR  \$20,000
- RED, WHITE, AND BLUE SPONSOR  \$7,000
- FOUNDING FATHERS SPONSOR  \$1,000
- BETSY ROSS "AMERICAN FLAG" SPONSOR  \$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](http://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**

Email: [info@oldmonterey.org](mailto:info@oldmonterey.org)

**Please make a copy for your records**