



CHULA VISTA
STARLIGHT PARADE
& Children's Faire



SATURDAY, DECEMBER 1, 2018 | 2 - 9 P.M.



CHULA VISTA STARLIGHT PARADE 2018
SPONSORSHIP



How do I Sponsor the Event?

- Please read the information on the benefits of sponsoring this event and choose the best fit for your company. Custom sponsorship packages are also available!
- Contact amanda@mcfarlanepromotions.com, call 619-233-5008 or mail the attached application with your selection.
- Then we will send you a contract and the promotion for your company can begin!

WHAT: **The Chula Vista Starlight Parade** is a signature event that celebrates the start of the holiday season. The Starlight Parade was first held in the 1940s and each December thousands of people come to Third Avenue in Chula Vista to watch marching bands, festive floats, dance groups, high school drill and cheer teams, and Santa Claus ring in the holiday season! Visitors to this fabulous event can also visit Memorial Park early to ride down a snow hill and participate in other family-friendly activities. The parade attracts 30,000+ spectators to Chula Vista's Third Avenue.

WHERE: The parade will be held on Third Avenue from H Street to E Street.


WHEN: Saturday, December 1, 2018 – 6 p.m.

WHO: The Chula Vista Starlight Parade is proudly presented by the City of Chula Vista.

PRINT & ADVERTISEMENTS:

- Event postcards distributed throughout the community
- Posters, banners throughout Chula Vista for 30 days leading up to the event
- Advertising and promotion:
 - Radio station partnerships, advertising in community and regional publications, media outreach, press release distribution, social media promotion, and a parade website will build awareness for event and promote sponsors
- Event programs distributed at the event

BENEFITS OF BEING A SPONSOR:

- Reach a large audience with repeated impressions. Your company name or logo will appear on the event's poster and in all promotional materials, including the official website as well the official program for the event
 - Develop new business and contacts
 - Show your company's commitment to the local community and holiday spirit
 - Promote community outreach and the opportunity to showcase Chula Vista and invite visitors from around the region to come together in a fun, festive environment that celebrates the holidays
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Sponsorship Levels

\$10,000 Title Sponsor

- Event named after your company or organization
- Banner in parade with your company logo
- Award named after your company
- Opportunity for a float in parade
- Company name and logo incorporated into parade name for all advertising and promotional purposes, including all print, radio spots, TV spots, posters and postcards
- Company name and website listed in official event program
- Company name mentioned in all publicity for event
- 16 VIP wrist bands to our exclusive sponsor viewing venue
- 4 VIP parking passes
- Full page ad in event program
- Logo and link to sponsor's website displayed on official event website
- First right of refusal to the 2019 event

\$5,000 Presenting Sponsor

- Event presented by your company or organization
- Opportunity for float in parade
- Company logo in 1st tier position on all print advertising, posters, postcards, and programs
- Full page ad in the event program
- 2 VIP parking passes
- 8 VIP wrist bands to our exclusive sponsor viewing venue
- Company name mentioned in all publicity for event
- Logo and link to sponsor's website displayed on official event website
- First right of refusal to the 2019 event

\$2,500 Participating Sponsor

- Company logo in 2nd tier position on all print advertising, posters, postcards, and programs
 - Logo displayed in all print advertising
 - Company logo displayed on posters
 - Company name mentioned in all publicity for event
 - 1 VIP parking pass
 - 4 VIP wrist bands to our exclusive sponsor viewing venue
 - Company logo on postcards
 - Logo and link to sponsor's website displayed on official event website
 - 1/2 page ad in event program
- 



\$1,000 Community Sponsor

- Company logo in 3rd tier position on all print advertising, posters, postcards, and programs
- Logo and link to sponsor's website displayed on official event website
- Company name mentioned in all publicity for event
- Company name and website listed in official event program
- ¼ page ad in the program

\$500 Friend of Parade


- Company logo on website
- Company logo in event program
- ¼ page ad in the program

Program Advertising

- \$450 full page ad in event program
- \$250 half page ad in event program
- \$150 quarter page ad in event program
- \$50 business card ad in event program

Starlight Parade Children's Faire Sponsorships

\$5,000 Frosty's Snow Hill Sponsor (limit one) - SOLD

- Snow Hill presented by your company or organization
 - Opportunity for float in parade
 - Company logo in 1st tier position on all print advertising, posters, postcards, and programs
 - Full page ad in the event program
 - 2 VIP parking passes
 - 8 VIP wrist bands to our exclusive sponsor viewing venue
 - Company name mentioned in all publicity for event
 - Logo and link to sponsor's website displayed on official event website
 - First right of refusal to the 2019 event
- 



\$5,000 Elf Yourself Tent Sponsor (limit one) - SOLD

- Elf Yourself presented by your company or organization
 - Elf Yourself is a tent that will transform children into elves! This tent will have hair braiding, glitter bar, face painting and balloon hats all free for children.
- Opportunity for float in parade
- Company logo in 1st tier position on all print advertising, posters, postcards, and programs
- Full page ad in the event program
- 2 VIP parking passes
- 8 VIP wrist bands to our exclusive sponsor viewing venue
- Company name mentioned in all publicity for event
- Logo and link to sponsor's website displayed on official event website
- First right of refusal to the 2019 event

\$2,500 Children's Reindeer Games Tent Sponsor (limit one) - SOLD

- Company logo in 2nd tier position on all print advertising, posters, postcards, and programs
- Logo displayed in all print advertising
- Company logo displayed on posters
- Company name mentioned in all publicity for event
- 1 VIP parking pass
- 4 VIP wrist bands to our exclusive sponsor viewing venue
- Company logo on postcards
- Logo and link to sponsor's website displayed on official event website
- 1/2 page ad in event program

\$2,000 Train Ride Sponsor (limit one) - SOLD

- Company logo in 2nd tier position on all print advertising, posters, postcards, and programs
 - Logo displayed in all print advertising
 - Company logo displayed on posters
 - Company name mentioned in all publicity for event
 - 1 VIP parking pass
 - 4 VIP wrist bands to our exclusive sponsor viewing venue
 - Company logo on postcards
 - Logo and link to sponsor's website displayed on official event website
 - 1/2 page ad in event program
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\$1,000 STEAM Activities Sponsor (limit one) - SOLD

- Children's STEAM Activities presented by your company or organization
- Company logo in 3rd tier position on all print advertising, posters, postcards, and programs
- Logo and link to sponsor's website displayed on official event website
- Company name mentioned in all publicity for event
- Company name and website listed in official event program
- ¼ page ad in the program

\$1,000 Santa and Mrs. Claus Sponsor (limit one) - SOLD

- Santa and Mrs. Claus presented by your company or organization
- Company logo in 3rd tier position on all print advertising, posters, postcards, and programs
- Logo and link to sponsor's website displayed on official event website
- Company name mentioned in all publicity for event
- Company name and website listed in official event program
- ¼ page ad in the program

\$750 Holiday Bounce House Sponsor (limit one)

- Company logo on website site
 - Company logo in event program
 - ¼ page ad in the program
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Chula Vista Starlight Parade Sponsor Application

Please fill out and fax, email or mail to:

amanda@mcfarlanepromotions.com

Ph: 619-233-5008 | Fax: 619-233-0898

656 5th Avenue, Ste. B, San Diego, CA 92101

Company name: _____

Contact person: _____

Phone/ fax #: _____

Address: _____

Quick access phone # for day of event: _____

Website: _____

Email: _____

Brief description of your parade entry _____

I would like to sponsor at the following level (please circle one):

Parade Sponsorships

Title Sponsor	\$10,000
Presenting Sponsor	\$5,000
Participating Sponsor	\$2,500
Community Sponsor	\$1,000
Friend of Parade Sponsor	\$500

Children's Faire Sponsorships

Frosty Snow Hill Sponsor (Sold)	\$5,000
Elf Yourself Tent Sponsor (Sold)	\$5,000
Children's Reindeer Games Tent Sponsor (Sold)	\$2,500
Train Ride Sponsor (Sold)	\$2,000
STEAM Activity Sponsor (Sold)	\$1,000
Santa and Mrs. Claus Sponsor (Sold)	\$1,000
Holiday Bounce House Sponsor	\$750



Other Opportunities

Program Advertising \$450, \$250, \$150, \$50
In-Kind Sponsor valued at \$ _____
Other \$ _____

I would like to personalize my sponsorship level. Contact me to discuss the cost:
Phone number _____

Payment will come later Date: _____

Invoice me _____

Charge a credit card (10% processing fee added) *Please fill out CC Form below.

Credit Card Authorization

CC# _____ EXP: _____

Signature: _____

Date: _____

CVC Code: _____

Address if different than above for credit card:

**Please make check payable to City of Chula Vista and mail check to:
Chula Vista Starlight Parade c/o Olga Berial, 276 Fourth Ave., Chula Vista 91910**