



DUNWOODY SALUTES AMERICA PARADE

SPONSOR OPPORTUNITIES

2009 Parade Theme

A Gathering of Eagles

Dunwoody Homeowners Association and The Crier Newspapers

Please contact Pam Tallmadge: pamtallmadge@comcast.net
770.354.7653

DUNWOODY SALUTES AMERICA

Fact Sheet

- Who:** Dunwoody Salutes America
- What:** A classic Fourth of July parade with marching bands, floats, costumed characters and dignitaries
- Where:** Downtown Dunwoody. Parade begins at the Mount Vernon Shopping Center, proceeds down Mount Vernon Road for approximately 2.5 miles and ends in Dunwoody Village
- When:** Saturday, July 4, 2009
9:30 am
- Theme:** *A Gathering of Eagles*
- Attendance:** 30,000
- Sponsor Opportunities:**
- | | |
|--------------|---------|
| Eagle: | \$5,000 |
| Life: | \$2,500 |
| Star: | \$1,000 |
| First Class: | \$500 |
- Presenters:** The Dunwoody Homeowners Association
The Dunwoody Crier

DUNWOODY SALUTES AMERICA

A Gathering of Eagles

Eagle Sponsorship

Category Exclusivity

- ◆ "Eagle Sponsor" will be given category exclusivity.

Advertising/Media:

- ◆ Right to use Dunwoody Salutes America logo in advertising.
- ◆ "Eagle Sponsor" logo in four, full-page color ads, in the Dunwoody Crier. Advertising value is \$8,000.
- ◆ "Eagle sponsor" logo in one full page color ad in the June issue of Atlanta Parent. Advertising value is \$2,900.
- ◆ One full-page color ad in the Dunwoody Crier Parade Program for "Eagle Sponsor" to promote their product or service.
- ◆ "Eagle Sponsor" logo on DHA web site (www.dunwoodyga.org)
- ◆ "Eagle Sponsor" logo on The Crier website (www.thecrier.net)

Signage and Collateral:

- ◆ "Eagle Sponsor" logo on 25,000 parade programs to be distributed along the parade route.

Parade

- ◆ Opportunity for Eagle Sponsor to create their parade unit, and the parade entry fee is waved.
- ◆ "Eagle Sponsor" Custom made banner for you to use in the parade.
- ◆ Prominent position in the parade line up.

Hospitality/Onsite:

- One tented space onsite in the family festival area at the end of the parade.

Investment: \$5,000

DUNWOODY SALUTES AMERICA
A Gathering of Eagles

Life Sponsorship

Advertising/Media:

- ◆ Right to use Dunwoody Salutes America logo in advertising.
- ◆ "Life Sponsor" logo in four, full-page color ads, in the Dunwoody Crier. Advertising value is \$8,000.
- ◆ Life Sponsor logo in one full page color ad in June issue of Atlanta Parent. Advertising value is \$2,900.
- ◆ 1/2 page color ad in the Dunwoody Crier Parade Program for "Life Sponsor" to promote their product or service.
- ◆ "Life Sponsor" name on Dunwoody Salutes America web site (www.dunwoodyga.org).
- ◆ "Life Sponsor" logo on The Crier website (www.thecrier.net)

Signage & Collateral:

- ◆ "Life Sponsor" logo on 25,000 parade programs to be distributed along the parade route

Parade

- ◆ Opportunity for "Life Sponsor" to create their parade unit, and the parade entry fee is waved.
- ◆ "Life Sponsor" Custom made banner for you to use in the parade.
- ◆ Priority position in the parade line up

Hospitality/Onsite:

- ◆ One tented space onsite in the family festival area following the parade.

Investment: \$2,500

DUNWOODY SALUTES AMERICA
A Gathering of Eagles

Star Sponsorship

Advertising/Media

- ◆ "Star Sponsor" logo in four, full page color ads, in the Dunwoody Crier.
- ◆ "Star sponsor" name in one full page color ad in the June issue of Atlanta Parent. Advertising value is \$2,900.
- ◆ 1/4 page ad in the Dunwoody Crier Parade Program for "Star Sponsor" to promote their product or service
- ◆ "Star Sponsor" logo on Dunwoody Salutes America web site (www.dunwoodyga.org)
- ◆ "Star Sponsor" logo on The Crier website (www.thecrier.net)

Signage & Collateral

- ◆ "Star Sponsor" logo on 25,000 parade programs

Parade

- ◆ Opportunity for "Silver Sponsor" to create their parade unit, and the parade entry fee is waved.
- ◆ "Star Sponsor" Custom made banner for you to use in the parade.
- ◆ Special consideration in parade line up.

Hospitality/Onsite

- ◆ One tented space onsite at the family festival following the parade.

Investment: \$1,000

DUNWOODY SALUTES AMERICA

A Gathering of Eagles

First Class Sponsorship

Advertising/Media

- ◆ "First Class Sponsor" name printed in four, full-page color ads, in the Dunwoody Crier.
- ◆ 1/8th page ad in the Dunwoody Crier Parade Program.
- ◆ "First Class Sponsor" logo on Dunwoody Salutes America web site (www.dunwoodyga.org)
- ◆ "First Class Sponsor" logo on The Crier website (www.thecrier.net)

Signage & Collateral

- ◆ "First Class Sponsor" name on 25,000 parade programs

Parade

- ◆ Opportunity for "First Class Sponsor" to create their parade unit, and the parade entry fee is waved.

Investment: \$ 500