



DUNWOODY SALUTES AMERICA 4TH OF JULY PARADE

"Service to Community and Nation"

SPONSOR OPPORTUNITIES 2012

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Who: An estimated 32,000 people from Dunwoody, Sandy Springs, Chamblee, Doraville, Peachtree Corners, Norcross, and other parts of metro Atlanta will attend the parade.

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: Wednesday, July 4, 2012, 9:00 am

Theme: "Service to Community and Nation"

Sponsor Opportunities:

Platinum:.....	\$5,000
Gold:.....	\$2,500
Silver:	\$1,000
Bronze:.....	\$500
Politician Special:....	\$250

Presented by:





2012 4TH OF JULY PARADE *Sponsor Opportunities*

PLATINUM SPONSORSHIP

Category Exclusivity:

- Will be given category exclusivity.

Advertising/Media:

- Right to use Dunwoody Parade logo in advertising.
- Sponsor logo in three, color ads, in the Dunwoody Crier. Two (2) prior to the parade and one (1) thank you ad after the parade. Advertising value is \$8,000.
- Sponsor logo in a color ad in the June issue of Atlanta Parent. Advertising value is \$2,900.
- Sponsor logo on DHA web site (www.dunwoodyga.org)
- Sponsor logo on The Crier website (www.thecrier.net)
- Sponsor logo in the parade insert (Crier newspaper) and parade programs to be distributed along the parade route.

Parade:

- Parade entry fee is waived.
- Prominent position in the parade line up.

Hospitality/Onsite:

- Three (3) tented spaces onsite in the family festival area at the end of the parade.
- Table and chairs provided.

Investment: \$5,000

GOLD SPONSORSHIP

Advertising/Media:

- Right to use Dunwoody Parade logo in advertising.
- Sponsor logo in three, color ads, in the Dunwoody Crier. Two (2) prior to the parade and one (1) thank you ad after the parade. Advertising value is \$8,000.
- Sponsor logo in a color ad in the June issue of Atlanta Parent. Advertising value is \$2,900.
- Sponsor logo on DHA web site (www.dunwoodyga.org)
- Sponsor logo on The Crier website (www.thecrier.net)
- Sponsor logo in the parade insert (Crier newspaper) and parade programs to be distributed along the parade route.

Parade:

- Parade entry fee is waived.
- Prominent position in the parade line up.

Hospitality/Onsite:

- Two (2) tented spaces onsite in the family festival area following the parade.
- Table and chairs provided.

Investment: \$2,500

SILVER SPONSORSHIP

Advertising/Media:

- Right to use Dunwoody Parade logo in advertising. Sponsor logo in three, color ads, in the Dunwoody Crier. Two (2) prior to the parade and one (1) thank you ad after the parade. Advertising value is \$8,000.
- Sponsor logo in a color ad in the June issue of Atlanta Parent. Advertising value is \$2,900.
- Sponsor logo on DHA web site (www.dunwoodyga.org)
- Sponsor logo on The Crier website (www.thecrier.net)
- Sponsor logo in the parade insert (Crier newspaper) and parade programs to be distributed along the parade route.

Parade:

- Parade entry fee is waived.
- Prominent position in the parade line up.

Hospitality/Onsite:

- One (1) tented space onsite at the family festival following the parade.
- Table and chairs provided.

Investment: \$1,000

BRONZE SPONSORSHIP

Advertising/Media:

- Sponsor logo in three, color ads, in the Dunwoody Crier. Two (2) prior to the parade and one (1) thank you ad after the parade. Advertising value is \$8,000.
- Sponsor logo on DHA web site (www.dunwoodyga.org)
- Sponsor logo on The Crier website (www.thecrier.net)
- Sponsor logo in the parade insert (Crier newspaper) and parade programs to be distributed along the parade route.

Parade:

- The parade entry fee is waived.

Hospitality/Onsite:

- *Space onsite at the family festival following the parade.
- *Because of liability, no tent shall be brought in and assembled, unless they are anchored by water barrels
- Table and chairs provided.

Investment: \$ 500

POLITICIAN SPECIAL

Parade:

- The parade entry fee is waived.

Hospitality/Onsite:

- Space onsite at the family festival following the parade.
- Politicians will have one shared tent with their own table and two chairs

Investment: \$250