



# DUNWOODY SALUTES AMERICA PARADE

*Dunwoody Salutes America & The Arts*

## SPONSOR OPPORTUNITIES 2018

DUNWOODY HOMEOWNERS ASSOCIATION AND DUNWOODY CRIER NEWSPAPER

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- 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:** Wednesday, July 4, 2018 at 9:00 am
- Theme:** Dunwoody Salutes America & The Arts
- Attendance:** 32,000
- Sponsor Opportunities:**
  - Platinum..... \$7,500
  - Gold..... \$3,000
  - Silver ..... \$1,000
  - Bronze..... \$500
  - Politician Special..... \$250

Presented by: **DHA**  
DUNWOODY HOMEOWNERS ASSOCIATION  
serving since 1970





# 2018 4TH OF JULY PARADE *Sponsor Opportunities*

## PLATINUM SPONSORSHIP [\$7,500]

### Category Exclusivity:

- Will be given category exclusivity

### Advertising/Media:

- Right to use Dunwoody Parade logo in advertising.
- Sponsor logo in four color ads in the *Dunwoody Crier*. Three (3) prior to the parade and one (1) thank you ad after the parade. Advertising value is \$8,000.
- Sponsor logo on DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org))
- Sponsor logo in Dunwoody Crier parade program (distributed along parade route and inserted in that week's newspaper)
- Logo on event pole banners on display city-wide
- Logo on Dunwoody 4th of July Parade social media

### Parade:

- Parade entry fee is waived
- Prominent position in the parade lineup

### Hospitality/Onsite:

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

## GOLD SPONSORSHIP [\$3,000]

### Advertising/Media:

- Right to use Dunwoody Parade logo in advertising
- Sponsor logo in four color ads in the *Dunwoody Crier*. THREE (3) prior to the parade and one (1) thank you ad after the parade. Advertising value is \$8,000.
- Sponsor logo on DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org))
- Sponsor logo in Dunwoody Crier parade program (distributed along parade route and inserted in that week's newspaper)
- Logo on Dunwoody 4th of July Parade social media
- Interview style post on Dunwoody 4th of July Parade Facebook page

### Parade:

- Parade entry fee is waived
- Prominent position in the parade lineup

### Hospitality/Onsite:

- Two (2) tented spaces onsite in the family festival area at the end of the parade
- Sponsor logo will be featured on tabletop tents in the seating area at the Family Festival
- Table and chairs provided

## SILVER SPONSORSHIP [\$1,000]

### Advertising/Media:

- Right to use Dunwoody Parade logo in advertising
- Sponsor logo in four color ads in the *Dunwoody Crier*. THREE (3) prior to the parade and one (1) thank you ad after the parade. Advertising value is \$8,000.
- Sponsor logo on DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org))
- Sponsor logo in Dunwoody Crier parade program (distributed along parade route and inserted in that week's newspaper)
- Logo on Dunwoody 4th of July Parade social media
- Sponsor of Thursday Trivia on the Dunwoody 4th of July Parade Facebook page - weekly for the months of May and June leading up to the parade

### Parade:

- Parade entry fee is waived
- Prominent position in the parade lineup

### Hospitality/Onsite:

- One (1) tented space onsite in the family festival area at the end of the parade
- Table and chairs provided

## BRONZE SPONSORSHIP [\$500]

### Advertising/Media:

- Sponsor logo in four color ads in the *Dunwoody Crier*. THREE (3) prior to the parade and one (1) thank you ad after the parade. Advertising value is \$8,000.
- Sponsor logo on DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org))
- Sponsor logo in Dunwoody Crier parade program (distributed along parade route and inserted in that week's newspaper).
- Company Name Listed on Dunwoody 4th of July Parade social media

### Parade:

- 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 or sandbags]

## POLITICIAN SPECIAL [\$250]

FOR ELECTED OFFICIALS AND  
THOSE SEEKING AN OFFICE

### Parade:

- Parade entry fee is waived

### Hospitality/Onsite:

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