



DUNWOODY SALUTES AMERICA PARADE 2019

Presented by **Dunwoody Homeowners Association** and the **Dunwoody Reporter**



Theme: **HAPPY BIRTHDAY DUNWOODY** | **Grand Marshal:** **Dunwoody Police Dept.**

Who: 32,000 Spectators | 100+ Parade Entries | 2500+ Parade Participants | 1,000+ Family Festival Attendees

What: A classic July 4th parade featuring marching bands, floats, costumed characters and dignitaries

Where: Dunwoody, GA: Parade begins at the Mount Vernon Shopping Center, proceeds down Mount Vernon Road for approximately 2.5 miles and ends with a lively Family Festival in Dunwoody Village

When: Thursday, July 4, 2019 at 9:00 am

Sponsorships: contact Leah Economos at (770) 624-4825 | Leah@EEPEvents.com



Platinum Sponsorship: \$7,500 to \$10,000

Category Exclusivity:

Only one Platinum sponsorship is available. A two-year commitment is required.

Advertising/Media:

- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (60,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 7th 2019)
- Logo in the Parade ad in the August issue of the *Dunwoody Reporter*
- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website (www.dunwoodyga.org).
- Logo in Parade program (distributed along Parade route)
- Logo on (20) event pole banners on display city-wide
 - **Upgrade to the \$10,000 level to add (20) additional pole banners placed in the Perimeter Community Improvement District (PCID)**
- Logo on Dunwoody 4th of July Parade social media
- Inclusion in Discover Dunwoody Blog post about the Parade
- Inclusion on Discover Dunwoody website where the Parade is mentioned (290K website sessions in 2018)
- Mentions on the Discover Dunwoody's Facebook and Instagram channels targeting Metro Atlanta and beyond (22K total followers)
- Mention on What's Up Dunwoody podcast for the month of June

Parade:

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

Family Festival Hospitality:

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

Platinum Bonus: New in 2019!

- Sponsor Space at 6 different Dunwoody Food Truck Thursday Events (Bring your own table, tent & chairs)
- Sponsor Space at 4 different Saturday Dunwoody Farmers Market Events (Bring your own table, tent, & chairs)

Gold Sponsorship: \$3,000

Advertising/Media:

- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (60,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 7th 2019)
- Logo in the Parade ad in the August issue of the *Dunwoody Reporter*
- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website (www.dunwoodyga.org).
- Logo in Parade program (distributed along Parade route)
- Sponsor logo will be featured on tabletop tents in the seating area at the Family Festival
- Logo on Dunwoody 4th of July Parade social media
- Interview style post on Dunwoody 4th of July Parade Facebook page
- Inclusion in Discover Dunwoody Blog post about the Parade
- Inclusion on Discover Dunwoody website where the Parade is mentioned (290K website sessions in 2018)
- Mentions on the Discover Dunwoody's Facebook and Instagram channels targeting Metro Atlanta and beyond (22K total followers)
- Mention on What's Up Dunwoody podcast for the month of June

Parade:

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

Family Festival Hospitality:

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

Gold Bonus: New in 2019!

- Sponsor Space at 4 different Dunwoody Food Truck Thursday Events (Bring your own table, tent & chairs)
 - Sponsor Space at 2 different Saturday Dunwoody Farmers Market Events (Bring your own table, tent, & chairs)
-

Silver Sponsorship: \$1,000

Advertising/Media:

- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (60,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 7th 2019)
- Logo in the Parade ad in the August issue of the *Dunwoody Reporter*
- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website (www.dunwoodyga.org).
- Logo in Parade program (distributed along Parade route)
- Logo on Dunwoody 4th of July Parade social media
- Sponsor of Thursday Trivia on the Dunwoody 4th of July Parade Facebook page – during the months of May and June leading up to the Parade
- Mention on What's Up Dunwoody podcast for the month of June

Parade:

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

Family Festival Hospitality:

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

Silver Bonus: New in 2019!

- Sponsor Space at 2 different Dunwoody Food Truck Thursday Events (Bring your own table, tent & chairs)
 - Sponsor Space at 1 Saturday Dunwoody Farmers Market Events (Bring your own table, tent, & chairs)
-

Bronze Sponsorship: \$500

Advertising/Media:

- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (60,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 7th 2019)
- Logo in the Parade ad in the August issue of the *Dunwoody Reporter*
- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website (www.dunwoodyga.org).
- Logo in Parade program (distributed along Parade route)
- Company Name Listed on Dunwoody 4th of July Parade social media
- Mention on What's Up Dunwoody podcast for the month of June

Parade:

- Parade entry fee is waived.

Hospitality/Onsite:

- Space onsite at the family festival following the parade. Bring your own table, tent & chairs.

Friend of the Parade: \$50

- Your name will be listed on the Parade Sponsors section of the DHA website as part of the Friends of the Parade Honor Roll

Politicians running for an office should register as a Bronze Sponsor. ONE Candidate per entry. The Politician may:

- **Walk or ride along the Parade route**
- **Have supporters walk or ride with them**

Because of liability, no tent shall be brought in and assembled without the use of water barrels or sandbags anchor them.