



## DUNWOODY SALUTES AMERICA PARADE 2019

Presented by **Dunwoody Homeowners Association** and **The Crier Newspapers**  
Theme: **HAPPY BIRTHDAY DUNWOODY** | Grand Marshal: **Dunwoody Police Department**

### SPONSORSHIP OPPORTUNITIES

Please contact Leah Economos at (770) 624-4825 or [Leah@EEPEvents.com](mailto:Leah@EEPEvents.com)

**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

|                               |           |                     |
|-------------------------------|-----------|---------------------|
| <b>Sponsor Opportunities:</b> | Platinum: | \$7,500 to \$10,000 |
|                               | Gold:     | \$3,000             |
|                               | Silver:   | \$1,000             |
|                               | Bronze:   | \$500               |



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

### **Category Exclusivity:**

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

### **Advertising/Media:**

- Right to use Dunwoody Parade logo in advertising.  
Sponsor logo in **FIVE**, color ads, in the Dunwoody Crier.
  - *Four (4) prior to the parade and one (1) thank-you ad after the parade. Crier advertising value is \$8,000.*
  - *Circulation: 18,000 homes and businesses in the Dunwoody/Sandy Springs/Brookhaven areas*
- Sponsor logo on the Parade page of the DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org)).
- Sponsor logo in Dunwoody Crier parade program (distributed along parade route and in that week's newspaper).
- 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)

### **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:**

- Right to use Dunwoody Parade logo in advertising.
- Sponsor logo in **FIVE**, color ads, in the Dunwoody Crier.
  - *Four (4) prior to the parade and one (1) thank-you ad after the parade. Crier advertising value is \$8,000.*
  - *Circulation: 18,000 homes and businesses in the Dunwoody/Sandy Springs/Brookhaven areas*
- Sponsor logo on the Parade page of the DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org)).
- Sponsor logo in Dunwoody Crier parade program (distributed along parade route and in that week's newspaper).
- 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 4<sup>th</sup> 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)

### **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:**

- Right to use Dunwoody Parade logo in advertising
- Sponsor logo in **FIVE**, color ads, in the Dunwoody Crier.
  - *Four (4) prior to the parade and one (1) thank-you ad after the parade. Crier advertising value is \$8,000.*
  - *Crier advertising value is \$8,000.*
- Sponsor logo on the Parade page of the DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org)).
- Sponsor logo in Dunwoody Crier parade program (distributed along parade route and 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

### **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 different Saturday Dunwoody Farmers Market Events (Bring your own table, tent, & chairs)

## **Bronze Sponsorship: \$500**

### **Advertising/Media:**

- Right to use Dunwoody Parade logo in advertising
- Sponsor logo in **FIVE**, color ads, in the Dunwoody Crier.
  - *Four (4) prior to the parade and one (1) thank-you ad after the parade. Crier advertising value is \$8,000.*
  - *Crier advertising value is \$8,000.*
- Sponsor logo on the Parade page of the DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org)).
- Sponsor logo in Dunwoody Crier parade program (distributed along parade route and 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. Bring your own table, tent & chairs.

### **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.**