

DR. MARTIN LUTHER KING, JR. PARADE

Legacy Sponsorship



Sponsor Rights

Sponsor receives recognition as a parade sponsor in all parade controlled references including: print ads, web, program, reviewing stand emcees, and press releases.

Exhibit Space

Sponsor may use 10' x 20' exhibit space along parade route for promotional purposes. Location will be near Reviewing Stand on MLK Blvd. at Franklin St. Sponsor responsible for its own exhibit.

Parade Unit

Right to enter two (2) units within the parade (float, vehicle, balloon, marching or walking group).

Banner Space

Sponsor will receive space to display (4) four banners on the crowd control barricades in the Reviewing Stand area. Banners/signs set-up & removed by BOPA. Banner size TBD.

Coupons/Flyers

Sponsor representatives may walk on the parade route along side of its parade unit (vehicle, float) to distribute coupons and/or promotional items to spectators. Sponsor may provide gifts or promo items for distribution to Reviewing Stand / Hospitality Tent guests, which includes city dignitaries, sponsors and corporate friends of BOPA. Approximate # guests 75 – 150.

Reviewing Stand

Sponsor receives 6 credentials for its access to Reviewing Stand / Hospitality Tent at the intersection of MLK Blvd. & Franklin St. Credentials may be used for Sponsor's own guests or given away as part of a promotion to the public / Sponsor's customers. On-air radio talent from either 92Q or Magic 95.9 will serve as parade emcees and provide live commentary to parade attendees over the P.A. system from the reviewing stand. Hospitality Tent (with heaters) is attached to Reviewing Stand for light food and beverages.

PA Announcements

Acknowledgement during parade by emcees on Reviewing Stand (over PA system) as parade sponsor or participant. Sponsor may supply 15 seconds of copy for each unit.

Print Promotion

Sponsor to receive credit where feasible & space allows in print ads (obtained through trade) to promote the parade. Print partners include *The Afro-American Newspapers & The Baltimore Times*.

E-Blasts

Sponsor logo to appear in BOPA e-blasts announcing the upcoming parade to BOPA friends and fans (5,000+).

Web Site

Logo on parade section of BOPA web site www.promotionandarts.com.

Legacy Sponsorship: \$5,000

CONTACT:

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