

## DR. MARTIN LUTHER KING, JR. PARADE

### Supporter Sponsorship

#### Exhibit Space

Sponsor may use 10' x 20' exhibit space along parade route for promotional purposes.

#### Parade Unit

Right to enter a unit within the parade (float, vehicle, balloon, marching or walking group).

#### 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 4 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.

#### Print Promotion

Sponsor to receive credit where feasible & space allows in print ads (obtained through trade) to promote the parade.

#### Web Site

Log on parade section of BOPA web site [www.promotionandarts.com](http://www.promotionandarts.com).

**Supporter Sponsorship: \$3,000**



#### CONTACT:

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