A TALE OF TWO CITIES PARADE & FESTIVAL

An International Celebration

Sponsorship Opportunities

Support your community by partnering with the Cities of Avondale and Goodyear, as they kick off the 2nd annual Tale of Two Cities Parade & Festival.

This year's Parade and Festival will highlight cultures from around the world. This is a family-focused, community event. Activities will include live entertainment, kids activities, crafts, food, shopping and more! Showcase your partnership with the community and promote your business by sponsoring the event at one of the levels mentioned below.

Details:

Date of event: February 16, 2013 – Saturday
Parade Start: 10:00 a.m. Goodyear Community Park (parade will travel down Thomas Rd. to end at Estrella Mountain Community College)
Festival: 12:00 p.m. – 3:00 p.m. Estrella Mountain Community College
Attendance: 5,000+

Underwriting Title Sponsorships: First priority placement on all promotional materials, noteworthy recognition and exposure opportunities.

Title Sponsorship opportunities for your company:
☐**Parade Sponsor** (parade program, parade dignitary, parade contest)
☐**Festival Stage Sponsor**
☐**Festival Kids Zone Sponsor**

Benefits include:

- Your Company name in the Title of the special area you would like to sponsor.
- Promotion as Title Sponsor and logo in all marketing pieces.
- Mentions on parade day over public address system and on the parade program
- 6 Tickets to the Pre-Parade Dignitary Breakfast
- 6 Company Banners and/or signs displayed at the festival (provided by sponsor).
- 6 Company banners displayed on the parade route (provided by sponsor).
- Complimentary Float Entry (sponsor provides actual float).
- Mention in all Press Releases and Public Service Announcements.
- Logo positioning in City Newsletters and on websites (Avondale & Goodyear)
- Logo prominently displayed on back of Volunteer T-shirts, for greater exposure
- Opportunity to conduct and/or operate On-Site Promotions at the event.
- Display space at the Festival and/or on the parade route for company promotion. (10x10 space to include Tent, 6 ft table and 2 chairs)

Investment: $1500.00 each

<u>Event Sponsor:</u> Major event sponsorship with significant recognition opportunities.

- Complimentary Float Entry (sponsor provides actual float).
- 2 Tickets to the Pre-Parade Dignitary Breakfast.
- 2 company banners displayed at Festival (provided by sponsor).
- Logo displayed on back of Volunteer T-shirts, for greater exposure
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- 2 company banners displayed on the parade route (provided by sponsor).
- Mentions (as Sponsor) on parade day over public address system and on the parade program
- Logo positioning on city websites & newsletters (Avondale & Goodyear)
- Display space at the Festival for company promotion. (10x10 space to include Tent, 6 ft table and 2 chairs)

Investment: $1,000

2013 Avondale & Goodyear Parade and Festival
An International Celebration
SPONSORSHIP FORM

YES! We would like to participate in the Parade & Festival on February 16, 2013 as a:

☐Parade Sponsor $1,500
☐Kids Area Sponsor $1,500
☐Stage Sponsor $1,500
☐Event Sponsor $1,000

NAME: _____

ORGANIZATION: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____

E-MAIL: _____

Payment Method
Please charge $_____ to my:
☐ American Express ☐ Master Card ☐ Visa

Card # _____ Expiration Date: _____

Name as it appears on Card: _____

Signature:_____

☐Please submit an invoice to the above address.

☐Enclosed is my check for $_____
Please make check payable to: City of Avondale

DEADLINE: January 11, 2013

Please return to:
Goosebump Marketing & Events
P.O. Box 47338
Phoenix, AZ 85068
For questions Call: Julie Peterson 602.460.4472