

DUNWOODY SALUTES AMERICA PARADE

SPONSOR OPPORTUNITIES

2010

Dunwoody Salutes America's Volunteers

Dunwoody Homeowners Association and The Crier Newspapers

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Fact Sheet

- Who:** Dunwoody Salutes America
- What:** A classic Fourth of July parade with marching bands, floats, costumed characters and dignitaries
- Where:** Downtown Dunwoody. Parade begins at the Mount Vernon Shopping Center, proceeds down Mount Vernon Road for approximately 2.5 miles and ends in Dunwoody Village
- When:** Monday, July 5, 2010
9:30 am
- Theme:** **Dunwoody Salutes America's Volunteers**

Attendance: 32,000

Sponsor

Opportunities:	Platinum:	\$5,000
	Gold:	\$2,500
	Silver:	\$1,000
	Bronze:	\$500
	Election Year Special:	\$250

Presenters: The Dunwoody Homeowners Association
The Dunwoody Crier

Platinum Sponsorship

Category Exclusivity

Advertising/Media:

- ◆ Right to use Dunwoody Parade logo in advertising.
- ◆ The Platinum Sponsor logo will be prominently displayed in three, color ads, in the Dunwoody Crier. Two (2) prior to the parade and one (1) thank you ad after the parade.
- ◆ Sponsor logo in a color ad in the June issue of Atlanta Parent.
- ◆ Sponsor logo on DHA web site (www.dunwoodyga.org)
- ◆ Sponsor logo on The Crier website (www.thecrier.net)
- ◆ Sponsor logo in the parade insert (Crier newspaper) and parade programs to be distributed along the parade route.

Parade:

- ◆ Parade entry fee is waived.
- ◆ Prominent position in the parade line up.

Hospitality/Onsite:

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

Investment: \$5,000

Gold Sponsorship

Advertising/Media:

- ◆ Right to use Dunwoody Parade logo in advertising.
- ◆ Sponsor logo in three, color ads, in the Dunwoody Crier. Two (2) prior to the parade and one (1) thank you ad after the parade.
- ◆ Sponsor logo in a color ad in the June issue of Atlanta Parent.
- ◆ Sponsor logo on DHA web site (www.dunwoodyga.org)
- ◆ Sponsor logo on The Crier website (www.thecrier.net)
- ◆ Sponsor logo in the parade insert (Crier newspaper) and parade programs to be distributed along the parade route.

Parade:

- ◆ Parade entry fee is waived.
- ◆ Prominent position in the parade line up.

Hospitality/Onsite:

- ◆ Two (2) tented spaces onsite in the family festival area following the parade. Table and chairs provided. ***

Investment: \$2,500

Silver Sponsorship

Advertising/Media:

- ◆ Right to use Dunwoody Parade logo in advertising.
- ◆ Sponsor logo in three, color ads, in the Dunwoody Crier. Two (2) prior to the parade and one (1) thank you ad after the parade.
- ◆ Sponsor logo in a color ad in the June issue of Atlanta Parent.
- ◆ Sponsor logo on DHA web site (www.dunwoodyga.org)
- ◆ Sponsor logo on The Crier website (www.thecrier.net)
- ◆ Sponsor logo in the parade insert (Crier newspaper) and parade programs to be distributed along the parade route.

Parade:

- ◆ Parade entry fee is waived.
- ◆ Prominent position in the parade line up.

Hospitality/Onsite:

- ◆ One (1) tented space onsite at the family festival following the parade. Table and chairs provided.

Investment: \$1,000

***** NOTE: Platinum, Gold, and Silver Sponsors, if they wish to do so, may erect sponsor owned tents with sponsor logos. Because of liability, no tent shall be brought in and assembled, unless they are properly anchored by water barrels or other weights.**

Bronze Sponsorship

Advertising/Media:

- ◆ Sponsor logo in three, color ads, in the Dunwoody Crier. Two (2) prior to the parade and one (1) thank you ad after the parade.
- ◆ Sponsor logo on DHA web site (www.dunwoodyga.org)
- ◆ Sponsor logo on The Crier website (www.thecrier.net)
- ◆ Sponsor logo in the parade insert (Crier newspaper) and parade programs to be distributed along the parade route.

Parade:

- ◆ The parade entry fee is waived.

Hospitality/Onsite:

- ◆ One (1) shared tented space onsite at the family festival following the parade. Table and chairs provided.
- ◆ *Space onsite at the family festival following the parade.

Investment: \$ 500

Election Year Special

Parade:

- ◆ The parade entry fee is waived.

Speaker's Corner:

- ◆ Politicians will be provided a "stump" and sound system under a tent to be provided by the parade organizers for the purpose of allowing the candidates for office to speak. Please see speaker's rules.

Hospitality/Onsite:

- ◆ *Space onsite at the family festival following the parade.
- ◆ **Politicians** will be provided an open air table and chairs.

Investment: \$ 250

[Speaker's Rules](#)