



DUNWOODY SALUTES AMERICA PARADE 2021

Presented by **Dunwoody Homeowners Association** and the **Dunwoody Reporter**



Theme: **Celebrating Our Heroes** | **Grand Marshal:** **Frontline Workers**

Who: 32,000 Spectators | 100+ Parade Entries | 2500+ Parade Participants | 1,000+ Family Festival Attendees

What: A classic 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: Monday, July 5th 2021 at 9:00 am

Sponsorships: contact Leah Economos at (770) 624-4825 | Leah@EEPEvents.com



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

Category Exclusivity:

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

Advertising/Media:

- Logo in the Parade ad in the May issue of the *Dunwoody Reporter* (Deadline: April 20th 2021)
- Logo in the Parade ad in the June issue of the *Dunwoody Reporter* (Deadline: May 15th 2021)
- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (60,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 4th 2021)
- Logo in the Parade ad in the August issue of the *Dunwoody Reporter* (Deadline: July 1st 2021)
- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website (www.dunwoodyga.org).
- 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 (1.55K website sessions in 2020)
- Mentions on the Discover Dunwoody's Facebook and Instagram channels targeting Metro Atlanta and beyond (25K total followers)
- Mention on the What's Up Dunwoody podcast

Parade:

- Parade entry fee is waived
- Prominent position in the Parade lineup

Family Festival Hospitality:

Up to three (3) tented spaces onsite in the Family Festival area at the end of the parade.
Table and chairs provided.

Platinum Bonus:

Sponsor Space at 4 different Saturday Dunwoody Farmers Market Events (Bring your own table, tent, & chairs)

Gold Sponsorship: \$3,000

Advertising/Media:

- Logo in the Parade ad in the May issue of the *Dunwoody Reporter* (Deadline: April 20th 2021)
- Logo in the Parade ad in the June issue of the *Dunwoody Reporter* (Deadline: May 15th 2021)
- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (60,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 4th 2021)
- Logo in the Parade ad in the August issue of the *Dunwoody Reporter* (Deadline: July 1st 2021)
- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website (www.dunwoodyga.org)
- 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 4th of July Parade Facebook page
- Inclusion in Discover Dunwoody Blog post about the Parade
- Inclusion on Discover Dunwoody website where the Parade is mentioned (1.55K website sessions in 2020)
- Mentions on the Discover Dunwoody's Facebook and Instagram channels targeting Metro Atlanta and beyond (25K total followers)
- Mention on the What's Up Dunwoody podcast

(Gold Sponsorship Benefits – Continued)

Parade:

- Parade entry fee is waived
- Prominent position in the Parade lineup

Family Festival Hospitality:

- Up to two (2) tented space onsite in the Family Festival area at the end of the parade. Table and chairs provided.

Gold Bonus:

- Sponsor Space at 2 different Saturday Dunwoody Farmers Market Events (Bring your own table, tent, & chairs)
-

Silver Sponsorship: \$1,000

Advertising/Media:

- Logo in the Parade ad in the May issue of the *Dunwoody Reporter* (Deadline: April 20th 2021)
- Logo in the Parade ad in the June issue of the *Dunwoody Reporter* (Deadline: May 15th 2021)
- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (60,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 4th 2021)
- Logo in the Parade ad in the August issue of the *Dunwoody Reporter* (Deadline: July 1st 2021)
- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website (www.dunwoodyga.org)
- 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
- Mention on the What's Up Dunwoody podcast

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:

- Sponsor Space at 1 Saturday Dunwoody Farmers Market Events (Bring your own table, tent, & chairs)
-

Bronze Sponsorship: \$500

Advertising/Media:

- Logo in the Parade ad in the May issue of the *Dunwoody Reporter* (Deadline: April 20th 2021)
- Logo in the Parade ad in the June issue of the *Dunwoody Reporter* (Deadline: May 15th 2021)
- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (60,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 4th 2021)
- Logo in the Parade ad in the August issue of the *Dunwoody Reporter* (Deadline: July 1st 2021)
- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website (www.dunwoodyga.org)
- Company Name Listed on Dunwoody 4th of July Parade social media
- Mention on the What's Up Dunwoody podcast

Hospitality/Onsite:

- Space onsite at the family festival following the parade. Table and chairs provided. Bring your own tent if you wish

POLITICIANS:

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 TO ANCHOR THEM