

**DHA**  
DUNWOODY  
HOMEOWNERS  
ASSOCIATION  
*serving since 1970*

# Dunwoody Reporter

# SPONSORSHIP OPPORTUNITIES

DUNWOODY 4TH OF JULY PARADE  
MONDAY, JULY 4TH 2022 | 9:00AM

THEME: PARADE OF STARS

GRAND MARSHAL: PAM TALLMADGE



# ABOUT THE PARADE

The Dunwoody 4th of July Parade is a community tradition dating back to 1976. The **largest Parade in Georgia on the fourth**, we traditionally host more than **32,000 Spectators, 100 Parade Entries, 2,500 Parade Participants and over 1,000 Family Festival Attendees** for this classic Parade featuring marching bands, floats, costumed characters, and dignitaries.

The 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. The Festival combines family fun, food from local organizations, sponsor booths, patriotic live music and an Awards presentation. Local families and visitors gather to celebrate Independence Day.

## WHY SPONSOR THE PARADE?

The reach and exposure of the Dunwoody 4th of July Parade is difficult to beat. Our sponsorship packages are packed with value and combine experiential, print and digital marketing components for high impact exposure to your target market.

Community support matters. The Parade is self-funded and relies on the contributions of Sponsors to cover every cost from entertainment to equipment rental. Be one of the brands known for funding one of the Perimeter region's most treasured traditions, and your potential customers will notice.



"PEOPLE ARE CLAPPING AND SALUTING AND HANDS OVER HEARTS. THAT'S THE BEST."

- PAM TALLMADGE  
GRAND MARSHAL  
CHAIRWOMAN OF 16 PARADES

# PLATINUM SPONSORSHIP

## \$7,500

### ADVERTISING & MEDIA BENEFITS:

- Customized banner with your logo for your team to carry in front of your entry in the Parade
- Exclusive Interview on *What's Up Dunwoody* and mentions on the podcast
- Logo on event banner at Brook Run Park entrance
- Logo on yard signs along the Parade route
- Logo featured on rotating digital ads on the *Dunwoody Reporter* website
- 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 (152K website sessions in 2021)
- Mentions on the Discover Dunwoody's Facebook and Instagram channels targeting Metro Atlanta and beyond (26K total followers)
- Logo in the Parade ad in the May issue of the *Dunwoody Reporter* (half page) (Deadline: April 21st 2022)
- Logo in the Parade ad in the June issue of the *Dunwoody Reporter* (full page) (Deadline: May 12th 2022)
- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (58,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 2nd 2022)
- Logo in the Parade ad in the August issue of the *Dunwoody Reporter* (full page) (Deadline: June 30th 2022)
- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org))
- Logo on Dunwoody 4th of July Parade social media

### PARADE AND FAMILY FESTIVAL BENEFITS:

- Parade entry fee is waived
- First Sponsor in the parade lineup
- One (1) tented space onsite on the Parade Route at the turn into the Family Festival area (beside judges tent). Table and two (2) chairs provided.

### BEYOND THE PARADE:

- Sponsor Space at two (2) Saturday Dunwoody Farmers Market Event
  - (*Bring your own table, tent, & chairs*)

# GOLD SPONSORSHIP

## \$3,000

### ADVERTISING & MEDIA BENEFITS:

- Logo on yard signs along the Parade route
- Logo featured on rotating digital ads on the *Dunwoody Reporter* website
- 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 (152K website sessions in 2021)
- Mentions on the Discover Dunwoody's Facebook and Instagram channels targeting Metro Atlanta and beyond (26K total followers)
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- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org))
- Logo on Dunwoody 4th of July Parade social media
- Mention on the What's Up Dunwoody podcast

### PARADE AND FAMILY FESTIVAL BENEFITS:

- Parade entry fee is waived
- Prominent position in the parade lineup
- One (1) tented space onsite at the Family Festival following the Parade. Table and two (2) chairs provided.
- Logo featured on tabletop tents in the seating area at the Family Festival

### BEYOND THE PARADE:

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



# SILVER SPONSORSHIP

## \$1,000

### ADVERTISING & MEDIA BENEFITS:

- Logo featured on rotating digital ads on the *Dunwoody Reporter* website
- Official Sponsor of Thursday Trivia on the Dunwoody 4th of July Parade Facebook page - posted weekly for the months of May and June leading up to the Parade
- Logo in the Parade ad in the May issue of the *Dunwoody Reporter* (half page) (Deadline: April 21st 2022)
- Logo in the Parade ad in the June issue of the *Dunwoody Reporter* (full page) (Deadline: May 12th 2022)
- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (58,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 2nd 2022)
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- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org))
- Logo on Dunwoody 4th of July Parade social media
- Mention on the What's Up Dunwoody podcast

### PARADE AND FAMILY FESTIVAL BENEFITS:

- Parade entry fee is waived
- Prominent position in the parade lineup
- One (1) tented space onsite at the Family Festival following the Parade. Table and two (2) chairs provided.

### BEYOND THE PARADE:

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

# BRONZE SPONSORSHIP

## \$650

### ADVERTISING & MEDIA BENEFITS:

- Logo in the Parade ad in the June issue of the *Dunwoody Reporter* (full page) (Deadline: May 12th 2022)
- Logo in a special Dunwoody 4th of July Parade pull-out section to be included in all *Reporter* newspapers (58,000 circulation) in the July issue, which will be delivered prior to July 4th (Deadline: June 2nd 2022)
- Logo in the Parade ad in the August issue of the *Dunwoody Reporter* (full page) (Deadline: June 30th 2022)
- Logo on the Parade page of the *Dunwoody Reporter* website
- Logo on the Parade page of the DHA website ([www.dunwoodyga.org](http://www.dunwoodyga.org))
- Company Name Listed on Dunwoody 4th of July Parade social media
- Mention on the What's Up Dunwoody podcast

### PARADE AND FAMILY FESTIVAL BENEFITS:

- Parade entry fee is waived
- Space onsite at the Family Festival following the Parade. Table and two (2) chairs provided. Bring your own tent/canopy if you wish

### Tent/Canopy Safety Regulation:

*Tents or canopies provided by sponsors must be anchored securely using water barrels or sandbags.*

# POLITICAL CANDIDATE \$500

CANDIDATES IN AN ELECTION YEAR MUST SPONSOR AT THIS LEVEL.

## PARADE AND FAMILY FESTIVAL BENEFITS:

- Parade registration fee is waived
- Space onsite at the Family Festival following the Parade. Table and chairs provided. Bring your own tent/canopy if you wish

### Tent/Canopy Safety Regulation:

*Tents or canopies provided by sponsors must be anchored securely using water barrels or sandbags.*

## GENERAL SPONSORSHIP INFORMATION:

- To discuss Sponsorship options or ask questions, please contact Leah Stephens Economos at (770) 624-4825 or via e-mail at Leah@EEPEvents.com
- Parade Rules and Regulations apply to Sponsorship entries and can be found on the DHA's Parade website.
- Online payment for Sponsorship is available via the DHA's Parade website for your convenience.

## GENERAL PARADE QUESTIONS:

*Please contact Parade Co-Chairs:*

Penny Forman: Penny.Forman13@gmail.com

Matt Weber: Matt@WhatsUpDunwoody.com



"DUNWOODY IS  
EVERYONE'S  
HOMETOWN."

- ADRIENNE DUNCAN  
PAST PRESIDENT, DHA