



**28<sup>th</sup> Annual WINSTON-SALEM JAYCEES HOLIDAY PARADE**  
SATURDAY, DECEMBER 1, 2018 – 5 p.m.  
4<sup>th</sup> & Poplar Streets - Downtown Winston-Salem  
[www.wsparade.org](http://www.wsparade.org)

Dear Friend:

*Everyone loves a parade!*

The Winston-Salem Jaycees invite you to join us in giving back to the local community by becoming a featured partner in the most anticipated and well-attended event of the holiday season: the Winston-Salem Jaycees Downtown Holiday Parade.

*Marching Forward*

The Winston-Salem Jaycees are a non-profit organization devoted to cultivating young leaders. We provide fun, innovative opportunities to develop personal, business and leadership skills through community service.

For nearly 30 years, the Winston-Salem Jaycees have brought to downtown Winston-Salem an annual, grand holiday parade that consistently attracts between 7,000 and 10,000 attendees. The parade kicks off the local holiday season and makes a treasured holiday memory for the audience and parade participants alike.

*Promote Your Business*

Winston-Salem Jaycees Holiday Parade sponsors have a unique opportunity to positively promote their brand in front of a large, captive audience and establish their business as a strong supporter of the local community. Audience demographics include children, parents, retirees, young adults and singles of all ages, families, business owners and non-profit members, local politicians, news media and jolly St. Nick himself! We would be honored to work with you as one of our featured Holiday Parade Sponsors. The following page describes the available sponsorship marketing opportunities.

*Next Steps*

Sponsorship levels and benefits are attached. To discuss the sponsorship opportunities further, please email [parade@wsjaycees.org](mailto:parade@wsjaycees.org) or call Sara E. Butner at (336) 408-2353. For more information about the parade, please visit [www.wsparade.org](http://www.wsparade.org) or [www.facebook.com/WinstonSalemJayceesHolidayParade](https://www.facebook.com/WinstonSalemJayceesHolidayParade). For more information about the Winston-Salem Jaycees, please visit [www.wsjaycees.org](http://www.wsjaycees.org).

Thank you for your time and consideration.

Sincerely,  
Callie Allen and Sara E. Butner  
2018 Winston-Salem Jaycees Holiday Parade Co-Chairs



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Sponsorship Level	Description	Benefits	Cost
Santa Sponsor	Exclusive sponsor of the float carrying Santa and Mrs. Claus, which concludes the parade	<ul style="list-style-type: none"> <li>- Banner on each side of float identifying business as sponsor</li> <li>- Exclusive opportunity to distribute fliers, candy, promo items, etc., by hand along parade route</li> <li>- Complimentary vehicle entry with preferred placement in parade lineup</li> <li>- Complimentary vehicle entry and preferred placement in the parade line-up</li> <li>- Materials and signage (provided by sponsor) displayed in VIP Lounge</li> <li>- Logo, with hyperlink to corporate page, featured on parade website, social media sites and in email blasts promoting the parade</li> <li>- Inclusion in press releases to TV, print media and radio</li> </ul>	\$750
Dignitary Sponsor	Exclusive sponsor of classic/sports cars (provided by Jaycees) for Grand Marshal, Mayor Joines, WS Jaycees president, other invited officials, and beauty queens in parade procession	<ul style="list-style-type: none"> <li>- Business name and logo included on each magnetized car sign (2 per car, provided by Jaycees)</li> <li>- Complimentary vehicle entry and preferred placement in the parade line-up</li> <li>- Materials and signage (provided by sponsor) displayed in VIP Lounge</li> <li>- Logo, with hyperlink to corporate page, featured on parade website, social media sites and in email blasts promoting the parade</li> <li>- Inclusion in press releases to TV, print media and radio</li> </ul>	\$350
Section Sponsor	Sponsor of one of the following sections: Marching Bands Floats & Vehicles Walking Entries	<ul style="list-style-type: none"> <li>- Signage with business name and logo placed at entry/check-in point for each entry</li> <li>- Opportunity for sponsor to have staff at each entry/check-in point during check-in time (approx. 2-4 p.m.) to distribute fliers, candy, promo items, etc.</li> <li>- Complimentary vehicle entry</li> </ul>	\$250

		<ul style="list-style-type: none"> <li>- Business name and logo listed on signage in VIP Lounge</li> <li>- Logo, with hyperlink to corporate page, featured on parade website, social media sites and in email blasts promoting the parade</li> <li>- Inclusion in press releases to TV, print media and radio</li> </ul>	
General Sponsor	General parade sponsor	<ul style="list-style-type: none"> <li>- Complimentary vehicle entry</li> <li>- Business name and logo listed on signage in VIP Lounge</li> <li>- Logo, with hyperlink to corporate page, featured on parade website, social media sites and in email blasts promoting the parade</li> <li>- Inclusion in press releases to TV, print media and radio</li> </ul>	\$150
Media Sponsor	Provide media/advertising support for parade	<ul style="list-style-type: none"> <li>- Complimentary vehicle entry</li> <li>- Business name and logo listed on signage in VIP Lounge</li> <li>- Logo, with hyperlink to corporate page, featured on parade website, social media sites and in email blasts promoting the parade</li> <li>- Inclusion in press releases to TV, print media and radio</li> </ul>	\$100 ( <i>in-kind value</i> )



2016 Santa Float Sponsored by Lowes Foods



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### Sponsorship Agreement

As a representative of the below company I hereby make formal application for the sponsorship package below for the Winston-Salem Jaycees Holiday Parade and submit the required information and entry fee.

_____	Santa Sponsor	\$750	
_____	Competitions Sponsor	\$350	
_____	Section Sponsor		\$250
_____	General Sponsor	\$150	
_____	Media Sponsor	\$100	(in-kind)

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Person Name \_\_\_\_\_

Contact Person Phone \_\_\_\_\_

Contact Person Email \_\_\_\_\_

Email to: [parade@wsjaycees.org](mailto:parade@wsjaycees.org) **OR**

Mail To:

Winston-Salem Jaycees Holiday Parade

223-A N. Spring St.

Winston-Salem, NC 27101

*Make checks payable to Winston-Salem Jaycees*

Pay online:

<https://www.wsjaycees.org/donate/>

Enter Donation Amount

In "Purpose" box, enter "Holiday Parade Sponsorship"