



Presenting Sponsor (\$80,000)

Your logo on:

- Event Website
- Promotional Print Materials (Flyer's, Banners, Advertisements, etc.)
- Promotional items
- Advertisements (Billboard, Print, Digital, TV, etc.)
 - Over 150 TV spots with your company's Logo and Name in 6 weeks
 - Over 850 Mentions on 97.9 in the weeks leading up to the event and for a couple of days after
 - 10,000 Official Program Guides, printed by (614) Magazine
 - 2 full page ads in (614) Magazine (May and June issues)
 - 2 additional supplemental publications in (614) Magazine Group
 - 4 full page, full color ads in UWeekly
 - Apartment Bag-delivered to 9 Edwards Communities, in May and June
 - Email blasts to 70,000+ subscribers
 - Social Media mentions/tags, which includes the 614 Media Group brands
 - Logo recognition in Business First Ads (May and June)
- Prominent Logo Placement at Event
- All Press Releases and Media
- Constant Event Announcements

Activation opportunities

- Social Media Mentions
- Social Media Contests+Give-Aways
- Custom Branding + Visuals at the Event
- Prominent Signage Placement
- Prominent On Site Activation Location (Complimentary Booth Space)
- Included Coupon with Email Blasts (if applicable)
- Promo Videos at Event

Product Placement

- VIP Sponsor Area
- Complimentary Booth Space Within the Event
- Complimentary Parade Entry (100,000 + attendees)
- Prominent Signage Placement
- Logo On All Entertainment Stages

Branded Opportunities

- All Media Recognition
- VIP Sponsor Area
- Stage Recognition
- Roll Banner Recognition

Event Access

- Tent in VIP Village
- 150 VIP Wristbands (free food, drink, entertainment)
- Complimentary Parade Space
- Complimentary Booth Space Within the Event

Parade Title Sponsor & BOOM! Central Presenting Sponsor (\$35,000)

Your Logo on:

- Event Website
- Promotional Print Materials (Flyer's, Banners, Advertisements, etc.)
- Promotional items
- Advertisements (Billboard, Print, Digital, TV, etc.)
 - Over 110 TV spots with your company's Logo and Name in 6 weeks
 - Over 400 Mentions on 97.9 in the weeks leading up to the event and for a couple of days after
 - 10,000 Official Guides, printed by (614) Magazine
 - 2 full page ads in (614) Magazine (May and June issues)
 - 2 additional supplemental publications in (614) Magazine
 - 4 full page, full color ads in UWeekly
 - Apartment Bag-delivered to 9 Edwards Communities, in May and June
 - Email blasts to 70,000+ subscribers
 - Social Media mentions/tags, which includes the 614 Media Group brands
 - Logo Placement in Business First Ads (May-June)
- Prominent Logo Placement at Event
- Most Press Releases and Media
- Constant Event Announcements

Activation opportunities

- Social Media Mentions
- Social Media Contests+Give-Aways
- Custom Branding + Visuals at the Event
- Prominent Signage Placement
- Prominent On Site Activation Location (Complimentary Booth Space)
- Included Coupon with Email Blasts (if applicable)
- Promo Videos at Event

Product Placement

- VIP Sponsor Area
- Complimentary Booth Space Within the Event
- Complimentary Parade Entry (100,000 + attendees)
- Prominent Signage Placement

Branded Opportunities

- Most Media Recognition
- VIP Sponsor Area
- Stage Recognition (If applicable)

Event Access

- Tent in VIP Area
- 125 VIP Wristbands (free food, drink, entertainment)
- Complimentary Parade Space
- Complimentary Booth Space Within the Event

Entertainment & Parade Supporting Sponsor (\$25,000)

Your Logo on:

- Event Website
- Promotional Print Materials (Flyer's, Banners, Advertisements, etc.)
- Promotional items
- Advertisements (Billboard, Print, Digital, TV, etc.)
 - Over 85 TV spots with your company's Logo and Name in 6 weeks
 - Over 200 Mentions on 97.9 in the weeks leading up to the event and for a couple of days after
 - 10,000 Official Guides, printed by (614) Magazine
 - 2 full page ads in (614) Magazine (May and June issues)
 - 1 additional supplemental publications in (614) Magazine
 - 4 full page, full color ads in UWeekly
 - Social Media mentions/tags, which includes the 614 Media Group brands
 - Logo Placement in Business First Ads (June)
- Prominent Logo Placement at Event
- Most Press Releases and Media
- Constant Event Announcements

Activation opportunities

- Social Media Mentions
- Custom Branding + Visuals at the Event
- Prominent Signage Placement
- Prominent On Site Activation Location (Complimentary Booth Space)
- Included Coupon with Email Blasts (if applicable)
- Product Placement
- VIP Sponsor Area
- Complimentary Booth Space Within the Event
- Complimentary Parade Entry (100,000 + attendees)
- Prominent Signage Placement

Branded Opportunities

- Some Media Recognition
- VIP Sponsor Area
- Stage Recognition (If applicable)

Event Access

- Tent in VIP Area
- 100 VIP Wristbands (free food, drink, entertainment)
- Complimentary Parade Space
- Complimentary Booth Space Within the Event

Presenting Sponsor in: Children's Park, Stage, VIP, Long St or Civic Center or Washington Blvd. Midways \$10,000-\$15,000

Your Logo on:

- Event Website
- Promotional Print Materials (Flyer's, Banners, Advertisements, etc.)
- Promotional items
- Advertisements (Billboard, Print, Digital, TV, etc.)
 - Over 45 TV spots with your company's Logo and Name in 6 weeks
 - Over 70 Mentions on 97.9 in the weeks leading up to the event and for a couple of days after
 - 10,000 Official Guides, printed by (614) Magazine
 - 4 full page, full color ads in UWeekly
 - Social Media mentions/tags, which includes the 614 Media Group brands
 - Logo Placement at Event
- Some Press Releases and Media
- Some Event Announcements

Activation opportunities

- Social Media Mentions
- Custom Branding + Visuals at the Event (at Sponsor's expense)
- Signage Placement
- On Site Activation Location (Complimentary Booth Space)
- Product Placement
- VIP Sponsor Area
- Complimentary Booth Space Within the Event
- Complimentary Parade Entry (100,000 + attendees)
- Prominent Signage Placement

Branded Opportunities

- Some Media Recognition
- VIP Sponsor Area
- Stage Recognition (If applicable)

Event Access

- Tent in VIP Area
- 50 VIP Wristbands (free food, drink, entertainment)
- Complimentary Parade Space
- Complimentary Booth Space Within the Event

Supporting Sponsor \$5,000

Your logo on:

- Event Website
- Promotional Print Materials (Flyer's, Banners, Advertisements, etc.)
- Promotional items
- Advertisements (Billboard, Print, Digital, TV, etc.)
 - 25 Mentions on 97.9 in the weeks leading up to the event and for a couple of days after
 - 10,000 Official Guides, printed by (614) Magazine
 - Media mentions/tags, which includes the 614 Media Group brands
 - Logo Placement at Event
- Some Press Releases and Media
- Some Event Announcements

Activation opportunities

- Social Media Mentions
- Custom Branding + Visuals at the Event (at Sponsor's Expense)
- Signage Placement
- On Site Activation Location (Complimentary Booth Space)

Product Placement

- VIP Sponsor Area
- Complimentary Booth Space Within the Event
- Complimentary Parade Entry (100,000 + attendees)
- Signage Placement

Branded Opportunities

- Some Media Recognition
- VIP Sponsor Area

Event Access

- Tent in VIP Village
- 25 VIP Wristbands (free food, drink, entertainment)
- Complimentary Parade Space
- Complimentary Booth Space Within the Event