

2009 Kiwanis Christmas Parade

December 12th from 4:30 pm – 6:00 pm

Corporate Sponsor Packages

Platinum Sponsor: \$4,000

(Six to Eight Exclusive Sponsors / No Direct Competitors)

- **Television: FOX 44**

Live Broadcast of Parade to over 100,000 spectators and viewers

Platinum Sponsor will receive live interview during parade

2 - :30 spots to be aired within Live Parade from 4:30 pm – 6:00 pm on FOX 44*

Sponsor Logo on 200 Shared Promo Spots (all Platinum Sponsor logos will be on the same spot)

Plus additional airings of edited version of the parade (dates to be announced)

*Sponsor to provide their own produced :30 spot which needs to be received no later than Monday, November 16th

- **Radio: Clear Channel Radio**

Daily reads from DJs promoting the Parade on the following stations:

WFMF 102.5

WYNK 101.5

WJBO 1150

THE RIVER 96.1

*Streaming on all Clear Channel websites promoting the parade with your logo attached

- **Print: Baton Rouge Parents Magazine**

Sponsor Logo on Full Page 4-color ad in November 2009 Issue

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- One Entry (sponsor to provide their own float, car, or vehicle in parade)

- Company Name / Logo on 8 ft Banner to be carried along parade route

- 1000 Souvenir Parade Cups w/logo of all Platinum Sponsor

- \$400 in parade throws

- Invitation for 10 guests to Private VIP Reception

- **Additional Recognitions:**

Sponsor Logo on Parade website with links

One Parade Banner (generic) displayed at your location

Recognition Certificate indicating Platinum Sponsor

Souvenir DVD of Parade