



## 2018 Millersville Community-University Parade (MCUP) Sponsorship Opportunities & Benefits

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The Millersville Community-University Parade, a destination event, established in 1997, is one of the largest annual events of its kind in Lancaster County. The parade attracts an estimated **20,000** spectators and participants. Millersville's parade is a **big show** but with a friendly, small town feel. It includes bands, floats and a variety of entertainment. The parade boasts 25 talented regional marching/instrumental, award-winning bands from Pennsylvania, New Jersey, Maryland, Virginia and Delaware. Creatively designed floats, complete with glitter and music, make their way through the parade route to the cheers of thousands! The parade also includes civic and community organizations, university groups, antique/classic cars, twirlers, mascots, fire and emergency apparatus and military groups. The Millersville Community Parade has received national recognition as a "Circle of Excellence" winner for regional best special event by the Council for Advancement and Support of Education. The 2018 parade budget is approximately \$100,000 (including gifts-in-kind), so your sponsorship support is instrumental for the continuation of this grand parade, as well as, greatly appreciated!

**\*\* Be a part of the 2018 Parade! \*\***

**[www.parade.millersville.edu](http://www.parade.millersville.edu)**

**Saturday, October 13, 2018 @ 9:00 AM**

**2018 Parade Theme: "Pennsylvania Proud"**

\*As you consider your participation level of sponsorship, please be sure to read information listed on page 6 of this document.\*



## **Platinum Sponsor - \$10,000 and above**

- A vehicle with signage designating sponsorship (provided by Parade Committee)
- Banner (with name) in front of a band (provided by Parade Committee)
- Company name announced:
  - at Parade Grandstand
  - (3x) during parade or additional as time permits
- Complimentary float entry for sponsor/designated group
- Complimentary post-parade luncheon for 2
- Guaranteed "Right of First Refusal" for same sponsorship level the following year
- Name/Logo on:
  - Advertising and publicity efforts
  - Broadcast emails regarding parade day information
  - Parade volunteer staff t-shirts
  - Parade website with link
  - Poster (2 weeks pre-parade)
  - Press releases/PSAs
  - Promotional parade postcards
  - Radio and newspaper advertising
  - Restaurant Placemat advertisement
  - Social media promotion (i.e., Facebook)
- Parade Day Program:
  - 1/2 page advertisement
  - Company name listed w/logo
  - Feature story
- Reserved seating for 2 at Parade Grandstand



## Key Sponsor - \$5,000

- A vehicle with signage designating sponsorship (provided by Parade Committee)
- Banner (with name) in front of a band (provided by Parade Committee)
- Company name announced:
  - at Parade Grandstand
  - (1x) during parade or additional as time permits
- Complimentary post-parade luncheon for 2
- Guaranteed "Right of First Refusal" for same sponsorship level in following year
- Name/Logo on:
  - Advertising and publicity efforts
  - Broadcast emails regarding parade day information
  - Parade volunteer staff t-shirts
  - Parade website with link
  - Poster (2 weeks pre-parade)
  - Press releases/PSAs
  - Promotional parade postcards
  - Radio & Newspaper advertising
  - Restaurant placemat advertisement
  - Social media promotion (i.e., Facebook)
- Parade Day Program:
  - 1/4 page advertisement
  - Company name listed w/logo
- Reserved seating for 2 at Parade Grandstand



## **Diamond Sponsor - \$2,500**

- A vehicle with signage designating sponsorship (provided by Parade Committee)
- Company name announced:
  - at Parade Grandstand
  - (1x) during parade
- Guaranteed "Right of First Refusal" for same sponsorship level the following year
- Name/Logo on:
  - Broadcast emails regarding parade day information
  - Parade volunteer staff t-shirts
  - Parade website with link
  - Poster (2 weeks pre-parade)
  - Press releases/PSAs
  - Promotional parade postcards
  - Radio and newspaper advertising
  - Restaurant placemat advertisement
  - Social media promotion (i.e., Facebook)
- Parade Day Program:
  - ¼ page advertisement
  - Company name listed w/logo
- Reserved seating for 2 at Parade Grandstand

## **Opal Sponsor - \$1,500 (Inflatables)**

- Company name announced:
  - at Parade Grandstand
  - (1x) during parade
- Complimentary business owned vehicle in parade (or other vehicle sponsored by said business)
- Guaranteed "Right of First Refusal" for same sponsorship level the following year
- Name/Logo on:
  - Parade volunteer staff t-shirts
  - Parade website with link
  - Poster (2 weeks pre-parade)
  - Promotional parade postcards
  - Restaurant placemat advertisement
  - Banner (with name) in front of inflatables
- Parade Day Program:
  - Company name listed



### **Emerald Sponsor - \$1,000**

- Complimentary company vehicle in parade
- Company name announced at Grand Stand
- Name/Logo on:
  - Parade volunteer staff t-shirts
  - Parade website with link
  - Poster (2 weeks pre-parade)
  - Restaurant placemat advertisement
- Parade Day Program:
  - Company name listed

### **Ruby Sponsor - \$750**

- Complimentary company vehicle in parade
- Company name announced at Grand Stand
- Name/Logo on:
  - Parade website with link
  - Poster (2 weeks Pre-Parade)
- Parade Day Program:
  - Company name listed

### **Gold Sponsor - \$500**

- Complimentary company vehicle in parade
- Company name announced at Grand Stand
- Name/Logo on:
  - parade website with link
- Parade Day Program:
  - Company name listed

### **Silver Sponsor - \$250**

- Company name announced at Grand Stand
- Name on parade website
- Parade Day Program:
  - Company name listeds

### **Bronze Sponsor - \$150**

- Name on parade website
- Parade Day Program:
  - Company name listed



[www.parade.millersville.edu](http://www.parade.millersville.edu)

717-871-7500

Steven A. DiGuiseppe, Chairman

*Note: All Gifts Are Not Tax-Deductible*

***Please note the following regarding your sponsorship:***

- 1) All gifts (in total) must be received by **June 30, 2018**, for marketing purposes of the 2018 Millersville Community-University Parade. Gifts received *after* this deadline *may not* receive full marketing benefits.
- 2) Camera ready materials must be provided by sponsor by June 30, 2018. Please send logos and artwork in PDF format to [parade@millersville.edu](mailto:parade@millersville.edu) by June 30, 2018.
- 3) Pre-parade promotional postcards are distributed to over 5,000 businesses and households within the local community.
- 4) Press releases are distributed to over 80 media sources (including web, radio, TV and print).
- 5) Parade program distributed to approximately 5,000+ spectators on parade day.
- 6) Approximately 25,000, 4-color placemats are distributed to over 15 local eateries.
- 7) Pre-parade 4-color posters are displayed in over 200 local area businesses, schools and other bulletin boards in the Millersville area (including Lancaster).
- 8) Advertisements usually are booked in *Lancaster Newspapers* and/or the *Advertiser* (Penn-Manor edition), various other editions TBD. Advertisement will run 7 days before the parade to circulation to over 17,000 households.
- 9) Gift-in-Kind sponsors: please calculate value of said gift and note on the commitment form.
- 10) Regarding banners on vehicles or carried, on parade day: banners advocating, opposing, or depicting any political, indiscreet or controversial social issue (as deemed by the Parade Committee) are prohibited and will be immediately removed from display.
- 11) Thank you for your support to the 2018 Parade to be held on Saturday, October 13, 2018 @ 9:00 AM.

Please make checks payable to **Millersville Parade**, and forward payment and respective forms to:

Millersville Community-University Parade  
Office of the Vice President for Advancement  
Millersville University  
PO Box 1002  
Millersville, PA 17551-0302

Questions: 717-871-7500

email: [parade@millersville.edu](mailto:parade@millersville.edu)

Steven DiGuiseppe, Parade Chairman

Richard "Dick" Moriarty, Fundraising Chairman