The Millersville Community Parade (established in 1997) is one of the largest annual events of its kind in Lancaster County. The parade attracts an estimated 5000 spectators from the borough, the region and beyond. Millersville’s parade is a big show, with a friendly, small town feeling closely followed by bands (and all kinds of entertainment). The parade boasts 15-20 talented regional marching/instrumental bands which have included award-winning contingents from Pennsylvania, New Jersey, Maryland, Virginia and Delaware. Made-to-order floats, complete with glitter and music, make their way through the parade route to the cheers of thousands! The parade also includes marching groups, civic and community organizations, university groups, antique/classic cars, twirlers, mascots, fire and emergency apparatus and military groups. This Parade spectacular is a major regional event which has received national recognition, and was named by the Council for Advancement and Support of Education as a Circle of Excellence winner of a regional best special event. As you consider which sponsorship level you will participate, please make sure you read and understand information on listed on page 7 of the first section of this document. The 2015 parade budget was approximately $65,000.

** Be a part of the 2016 Parade! **

www.parade.millersville.edu

Saturday, October 22, 2016 @ 9:00 AM

2016 Parade Theme: Hollywood Comes to Millersville!
Major Sponsor - $10,000 (Limit 1)

- ½ Page Ad in Program.
- Co. Name Listed in Parade Day Program.
- Name in Parade Ad in Local Paper.
- Name & Logo on Parade Day T-Shirt.
- 2 Tickets/Seats at Parade Grandstand (reserved).
- 2 Tickets Post-Parade Lunch.
- Name/Logo on Poster (2 weeks Pre-Parade).
- Name/Logo on Promo Postcards.
- Name in all Press Releases/PSAs.
- Banner (with name) in Front of Band.
- Banner (with name) in Front of Grand Marshals.
- Co. Name Announced from Parade Grandstand.
- Co. Name Announced (3x) during Parade.
- Banner hung on Grandstand Day of Parade.
- Free Parade Float Entry for Sponsor/Designated Group.
- Sponsors Name on Entertainment Plaques.
- Announce Sponsor during Award Presentation.
- Verbal Recognition at Grandstand as Time Permits.
- 1 VIP Vehicle to Lead Float/Entry with your VIP (max 2 in car); Car & Sponsor Signage provided by Parade Committee.
- Logo on Parade Website with link.
- Business Name on Parade Website with link.
- Banner leading Large Balloon with Sponsor Name, Recognized in Official Parade Day Program and Listed on Website.
- Mentioned on Air during Televised Broadcast.*
- Logo or Name on Billboard Advertisement.*
- Co. Name prominently identified as Title or Presenting Sponsor on all Advertising and Publicity (incl: Radio, Newspaper and Press Releases).
- Co. Logo or Name to appear on Parade Committee Volunteer and VIP Badges.
- Invitation to Pre-Parade Mixer for 2.
- Opportunity for Promotional Item Giveaways before, during and after the Parade (Day).
- Premier Listing in Post-Parade Thank You Advertisement (Presenting, Major Sponsor).
- Premier Listing in Post-Parade Thank You Correspondence to Entrants & Volunteers.
- Sponsor Name & Logo on Broadcast Emails regarding Parade Day Information.
- Presenting Sponsor Logo & Location placed on Published MCP Maps.
- Guaranteed right of First Refusal for Same Sponsorship Level in the following year.
- Corporate Name &/or Logo to be printed on Parade Volunteer Staff T-Shirts.
- 4 Parade Staff T-Shirts.
- Listed as Title &/or Presenting Sponsor in the MCP’s Sponsorship Banner to be placed in Biemesderfer Stadium (MU) for all Fall Events.
- Listed as Title &/or Presenting Sponsor in the MCP in the Penn Manor High School and MU Football Programs.
- 60 Second Radio Commercial.*
- Banner hung at Post-Parade Luncheon for Volunteers and Sponsors.
- Feature Story in Official Parade Program.
- Company Provided Vehicle with Signs (Provided by MCP) Noting Sponsorship.
- Our heartfelt thanks and appreciation for supporting the MCP and enabling this event to continue.
Key Sponsor - $5,000 – $9,999 (Limit 2)

- ¼ Page Ad in Program.
- Co. Name Listed in Parade Day Program.
- Name in Parade Ad in Local Paper.
- Name & Logo on Parade Day T-Shirt.
- 2 Tickets/Seats at Parade Grandstand (reserved).
- 2 Tickets Post-Parade Lunch.
- Name/Logo on Poster (2 weeks Pre-Parade).
- Name/Logo on Promo Postcards.
- Name in all Press Releases/PSAs.
- Banner (with name) in Front of Band.
- Co. Name Announced from Parade Grandstand.
- Co. Name Announced (1x) during Parade.
- Banner hung on Grandstand Day of Parade.
- Announce Sponsor during Award Presentation.
- Verbal Recognition at Grandstand as Time Permits.
- Logo on Parade Website with link.
- Business Name on Parade Website with link.
- Mentioned on Air during Televised Broadcast.*
- Logo or Name on Billboard Advertisement.*
- Co. Name prominently identified as Title or Presenting Sponsor on all Advertising and Publicity (incl: Radio, Newspaper and Press Releases).
- Invitation to Pre-Parade Mixer for 2.
- Opportunity for Promotional Item Giveaways before, during and after the Parade (day).
- Sponsor Name & Logo on Broadcast Emails regarding Parade Day Information.
- Guaranteed Right of First Refusal for Same Sponsorship Level in the following year.
- Corporate Name &/or Logo to be printed on Parade Volunteer Staff T-Shirts.
- 4 Parade Staff T-Shirts.
- Listed as Title &/or Presenting Sponsor in the MCP’s Sponsorship Banner to be placed in Biemesderfer Stadium (MU) for all Fall Events.
- Listed as Title &/or Presenting Sponsor in the MCP in the Penn Manor High School and MU Football Programs.
- Banner hung at Post-Parade Luncheon for Volunteers and Sponsors.
- Company Provided Vehicle with Signs (provided by MCP) Noting Sponsorship.
- Our heartfelt thanks and appreciation for supporting the MCP and enabling this event to continue.
Diamond Sponsor - $2,500 - $4,999  (Limit 3)

- Co. Name Listed in Parade Day Program.
- ⅓ Page Ad in Program.
- Name in Parade Ad in Local Paper.
- Name & Logo on Parade Day T-Shirt.
- 2 Tickets/Seats at Parade Grandstand (reserved).
- Name/Logo on Poster (2 weeks Pre-Parade).
- Name/Logo on Promo Postcards.
- Name in all Press Releases/PSAs.
- Co. Name Announced from Parade Grandstand.
- Co. Name Announced (1x) during Parade.
- Banner hung on Grandstand Day of Parade.
- Business Name on Parade Website with link.
- Invitation to Pre-Parade Mixer for 2.
- Complimentary Business Vehicle to appear in the parade line-up (or other vehicle sponsored by said business with signage provided by the MCP).
- Sponsor Name & Logo on Broadcast Emails regarding Parade Day Information.
- Guaranteed Right of First Refusal for Same Sponsorship Level in the following year.
- Corporate Name &/or Logo to be printed on Parade Volunteer Staff T-Shirts.
- Our heartfelt thanks and appreciation for supporting the MCP and enabling this event to continue.

Opal Sponsor - $1,750 - $2,499

- Co. Name Listed in Parade Day Program.
- Name & Logo on Parade Day T-Shirt.
- 2 Tickets/Seats at Parade Grandstand (reserved).
- Name/Logo on Poster (2 weeks Pre-Parade).
- Name/Logo on Promo Postcards.
- Co. Name Announced from Parade Grandstand.
- Business Name on Parade Website with link.
- Invitation to Pre-Parade Mixer for 2.
- Complimentary Business Vehicle to appear in the parade line-up (or other vehicle sponsored by said business with signage provided by the MCP).
- Guaranteed Right of First Refusal for Same Sponsorship Level in the following year.
- Corporate Name &/or Logo to be printed on Parade Volunteer Staff T-Shirts.
- Our heartfelt thanks and appreciation for supporting the MCP and enabling this event to continue.
Emerald Sponsor - $1,000 - $1,749

- Co. Name Listed in Parade Day Program.
- Name/Logo on Poster (2 weeks Pre-Parade).
- Name/Logo on Promo Postcards.
- Business Name on Parade Website with link.
- Corporate Name &/or Logo to be printed on Parade Volunteer Staff T-Shirts.
- Invitation to Pre-Parade Mixer for 2.
- Our heartfelt thanks and appreciation for supporting the MCP and enabling this event to continue.

Ruby Sponsor - $750 - $999

- Co. Name Listed in Parade Day Program.
- Name/Logo on Poster (2 weeks Pre-Parade).
- Name/Logo on Promo Postcards.
- Business Name on Parade Website with link.
- Our heartfelt thanks and appreciation for supporting the MCP and enabling this event to continue.

Gold Sponsor - $500 - $749

- Co. Name Listed in Parade Day Program.
- Business Name on Parade Website with link.
- Our heartfelt thanks and appreciation for supporting the MCP and enabling this event to continue.

Silver Sponsor - $350 - $499

- Co. Name Listed in Parade Day Program.
- Business Name on Parade Website.
- Our heartfelt thanks and appreciation for supporting the MCP and enabling this event to continue.

Jade Sponsor - $150 - $349

- Co. Name Listed in Parade Day Program.
- Business Name on Parade Website.
- Our heartfelt thanks and appreciation for supporting the MCP and enabling this event to continue.
www.parade.millersville.edu
717-871-7551 or 800-681-1855 (Millersville University/Parade Headquarters)
Steven DiGuiseppi, Chairman

* Some items may NOT be available if fundraising donors do NOT participate in certain levels.
(to be determined after 5/1/2016)

**Note: All Gifts Are Not Tax-Deductible**

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

1) All gifts (in total) must be received by **May 1, 2016**, for marketing purposes of the 2016 Millersville Community Parade. Gifts received after this deadline may **not** receive full marketing benefits.
2) Camera ready materials must be provided by sponsor by May 1, 2016. You may opt to send logos and artwork in PDF format to mualumni@millersville.edu by May 1, 2016.
3) Pre-parade promotional postcards are distributed to over 5,000, including 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 over 4-5,000 spectators on parade day.
6) Pre-parade posters are displayed in over 150 local area businesses, schools and other bulletin boards in the Millersville area (including Lancaster).
7) Advertisements usually booked in Lancaster Newspapers and/or the Advertiser (Penn-Manor edition), to run 2-7 days before the parade.
8) Gift-in-Kind sponsors: please calculate value of said gift and note on the commitment form.
9) 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.
10) Thank you for your support to the 2016 Parade to be held on Saturday, October 22, 2016 @ 9:00 AM.

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

Millersville Community Parade

c/o Alumni Engagement Office
Millersville University
PO Box 1002
Millersville, PA 17551-0302