



**Greater Scranton Jaycees**  
**ATTN: Santa Parade**  
**P.O. Box 4379**  
**Scranton, Pennsylvania 18505**

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**Fundraising Committee:**

Albert Barone  
Jane Carlonas, Esq.  
Christopher DiMattio  
Christopher Kelly  
Gerald Raymond  
Rich Winslow

**Parade Managers:**

Debby Coyle  
Tom Fritz  
Mike Gallacher, Esq.  
Christopher Kelly  
Robin Luchko  
Susan Luchko  
Elizabeth Shechner  
Melody Swinick

**Planning Committee:**

Julie Imel  
Tim O'Malley  
Tony Patte  
Jen Radzwillowicz

Dear Friend of the Scranton Jaycees:

Get ready for the 19<sup>th</sup> on the 19<sup>th</sup>! Yes, summertime is here, but plans are underway for the **19<sup>th</sup> Annual Scranton Jaycees' Santa Parade on Saturday, November 19<sup>th</sup>.**

**The 19<sup>th</sup> Santa Parade will march through downtown Scranton from 9am – 11am** and we invite you to join us as a sponsor. Sponsorship will enable you to be among an elite group of businesses committed to bringing the holiday spirit to our community.

Once again, WNEP-TV is our television partner and will provide LIVE coverage of the two hour parade along with state of the art media services to our upper level sponsors, including graphics and holiday greetings during the parade. It is reported that the television viewership of **the Santa Parade reaches between 40 and 50-thousand households across Northeastern & Central Pennsylvania**, so the Santa Parade is the perfect opportunity to expand your company's visibility. In addition to the television audience, tens of thousands of children, parents and the young at heart will line the streets of Scranton to welcome Santa and the holiday season.

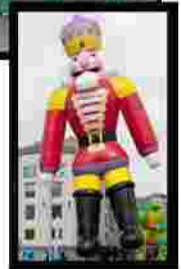
Please take a moment to review the enclosed sponsorship opportunities and pledge your support at a level that is conducive to your budget. **Thank you in advance for your generous support of this family-friendly community event.** Santa is coming to town! Be a part of the magic.

If you need further information, contact us at 570.969.6955, email us at [santaparade@scrantonjaycees.org](mailto:santaparade@scrantonjaycees.org) or visit us at [www.santaparade.net](http://www.santaparade.net).

Warm Regards,

The Fundraising Committee

**PS: We hope to see you at this year's Santa Parade in downtown Scranton!**  
Learn more at [www.santaparade.net](http://www.santaparade.net).



Greater Scranton Jaycees

**Santa Parade**

Saturday, November 19th, 2011

**Sponsorship Opportunities**

[www.santaparade.net](http://www.santaparade.net)

# Greater Scranton Jaycees Santa Parade Sponsorship Opportunities

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## **Santa Parade Presenting Sponsor**

**\$6,500**

- q Being added as “Presented by” in graphics, posters, and pre-event advertisements.
- q Logo/Name on WNEP-TV Parade Promotion
- q Logo/Name on promotional banner to be hung in downtown Scranton.
- q Multiple on-air mentions and tags during the live parade telecast.
- q Presenting recognition during WNEP broadcast parade credits.
- q A Jumbo Balloon\* and banner in your name featured as a division sponsor.
- q Your business or organization will be highlighted in publicity segments submitted to the local newspapers and radio stations.
- q Your business will have a “holiday greeting” segment pre-recorded by WNEP-TV and aired during the live parade telecast in your sponsored division.
- q Logo/Name listed on the Jaycees’ Parade website with a link to your site (if applicable). Site averages 2,500 + hits per year.
- q A DVD of the WNEP-TV parade telecast.
- q Identified as Presenting Sponsor with Logo/Name on print media advertising.
- q Logo/Name on 500 posters distributed county-wide. (Deadline: October 15)
- q Sponsor receives preferred seating on reviewing stand and opportunity to address crowd during Parade.

## **Grand Sponsorship**

**\$5,000**

- q Being added as Grand Sponsor in graphics, posters, and pre-event advertisements.
- q Logo/Name on promotional banner to be hung in downtown Scranton.
- q Grand sponsor recognition during WNEP broadcast parade credits.
- q Large Balloon\* and banner in your name featured as a division sponsor.
- q Your business or organization will be highlighted in publicity segments submitted to the local newspapers and radio stations.
- q Your business will have a “holiday greeting” segment pre-recorded by WNEP-TV and aired during the live parade telecast in your sponsored division.
- q Logo/Name listed on the Jaycees’ Parade website with a link to your site (if applicable). Site averages 2,500 + hits per year.
- q A DVD of the WNEP-TV parade telecast.
- q Logo/Name on 500 posters distributed county-wide. (Deadline: Oct. 15)
- q Sponsor receives preferred seating on reviewing stand and opportunity to address crowd during Parade.

## **Talent / Grand Marshal Sponsorship**

**\$3,000**

Talent may include the Grand Marshal, featured marching bands and other special acts or entertainment. Your Sponsorship of Talent includes:

- q Banner with your company name immediately before or on talent vehicle.
- q On-air mention when talent passes the reviewing stand during the live parade telecast on WNEP-TV.
- q Credit on the Jaycees’ Parade website with a link to your site (if applicable).

- q You will have a “holiday greeting” segment pre-recorded by WNEP-TV and aired during the live parade telecast in your sponsored division.
- q Recognition during WNEP broadcast parade credits.
- q Photo of your group with Grand Marshal (when possible).
- q Sponsor receives preferred seating on reviewing stand.

**Medium Balloon Sponsorship **\$2,000****

- q Banner with your company name immediately preceding your balloon.
- q A Medium Balloon\* assigned by the parade committee.
- q On-air mention when your balloon passes the reviewing stand during the live parade telecast on WNEP-TV.
- q Recognition during WNEP broadcast parade credits.
- q Credit on the Jaycees’ Parade website with a link to your site (if applicable).

**Division Sponsorship **\$1,500****

- q Banner with your company name at the beginning of division.
- q Special on air mention as a division sponsor.
- q Company name printed on television as your division passes the reviewing stand.
- q Recognition during WNEP broadcast parade credits.
- q Inclusion of your name in the post parade television credits.
- q Credit on the Jaycees’ Parade website with a link to your site (if applicable).

**Walkable Inflatables\* (Two groups of three balloons - \$1,000 per group) or Small Balloon \*(\$1,000) or Marching Band (\$1,000) or Float Sponsor (\$1,000)**

- q Banner immediately preceding designated balloon(s), band or float.
- q Company name printed on television as your unit passes the reviewing stand.
- q Recognition during WNEP broadcast parade credits.
- q Credit on the Jaycees’ Parade website with a link to your site (if applicable).

**Entertainment or Parade Unit Sponsor **\$500****

Unit sponsorship may include sponsoring a choral group, bagpipers or other special entertainment. Your sponsorship includes:

- q Banner with your company name immediately preceding unit.
- q On-air mention of your company name.
- q Recognition during WNEP broadcast parade credits.
- q Credit on the Jaycees’ Parade website with a link to your site (if applicable).

**Reindeer Sponsor **\$250****

- q Credit on the Jaycees’ Parade website with a link to your site (if applicable).

**PLEASE NOTE:**

- **For \$5,000 sponsorship levels and above, email your logo in jpeg, tif or pdf format to [chris.kelly42@gmail.com](mailto:chris.kelly42@gmail.com). Deadline for inclusion in the WNEP Promotion\* is Friday, November 4th. Promo placement and number of hits is dependent upon availability.**
- **For more information or questions on any sponsorship opportunity, contact Christopher Kelly, Fundraising Manager at 570.498.0678 or [chris.kelly42@gmail.com](mailto:chris.kelly42@gmail.com).**

**\* Balloon selection is on a first come, first served basis. Balloons shall not be flown if the sustained wind is greater than 23 mph or there are wind gusts greater than 34 mph. The wind will be determined by WNEP-TV's weather department for an appropriate Parade route location(s): balloon inflation area, reviewing stand, end of parade.**

**\* Members of your company/organization are encouraged to handle your balloon during the event. Balloons may require up to two people to walk them down the parade route. Additional individuals from your company/organization may accompany your balloon along the parade route distributing marketing material to those in attendance. All materials must be reviewed and approved by the parade committee prior to parade day.**

The official registration and financial information of the Greater Scranton Jaycees may be obtained from the Pennsylvania Department of State by calling toll free within Pennsylvania, 1.800.732.0999. Registration does not imply endorsement.

# Greater Scranton Jaycees Santa Parade SPONSOR COMMITMENT FORM

Contact Name: \_\_\_\_\_  
Company Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
State/Zip Code: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ Web site: \_\_\_\_\_  
Email Address: \_\_\_\_\_

Name of Company/Contributor (as it should appear in promotional materials) Please PRINT clearly on line below.

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## SPONSORSHIP LEVELS:

_____ \$6,500 and Up	Santa Parade Presenting Sponsor
_____ \$5,000	Grand Sponsor
_____ \$3,000	Talent/Grand Marshal Sponsor
_____ \$2,000	Medium Balloon Sponsor
_____ \$1,500	Division Sponsor
_____ \$1,000	Walkable Inflatable Sponsor
_____ \$1,000	Small Balloon Sponsor
_____ \$1,000	Marching Band Sponsor
_____ \$1,000	Float Sponsor
_____ \$500	Entertainment/Unit Sponsor
_____ \$250	Reindeer Sponsor
_____ OTHER \$ AMOUNT	Surprise Us! J

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Make checks payable to the Scranton Jaycees.  
Send this completed form along with your check to:  
Greater Scranton Jaycees  
Attn: Santa Parade  
PO Box 4376  
Scranton, PA 18505

\* All donations are tax deductible to the fullest extent of the law.