

Dear Community Partner,

Thank you for your interest in the 53rd Annual Poway Days Parade, a fun, free, family-oriented parade taking place on Saturday, September 9th, 2017 on Poway Road! Hosted and presented by the Rotary Club of Poway-Scripps, whose action-oriented programs and members and contributions improve lives locally, nationally, and globally.

This parade, part of the Poway Days in September, has been a huge community event, attracting more than 10,000 attendees from all over San Diego County. This success was largely due to the generous support of our sponsors.

Our sponsors receive invaluable marketing exposure to one of the fastest growing communities in Poway and the rest of San Diego County, as well as gaining tremendous goodwill generated by this unique and special event.

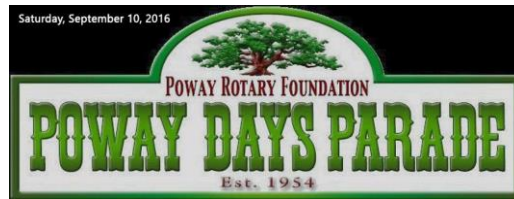
The Poway Days Parade is returning this September, and opportunities exist for new sponsors to join with us. There are four levels of sponsorship available, with each level providing increasing levels of marketing and publicity. Details are contained in the Marketing Partnership Proposal. Prompt submission will ensure the fullest benefit from early publicity.

Our committee and parade volunteers are excited about this event and the potential goodwill and community spirit this event will generate. We hope you decide to be part of this great event.

Sincerely,

Dennis-Michael Broussard
Parade Coordinator – Poway Days Parade
Rotary Club of Poway-Scripps

dennismichael.broussard@gmail.com
(504) 390-3271



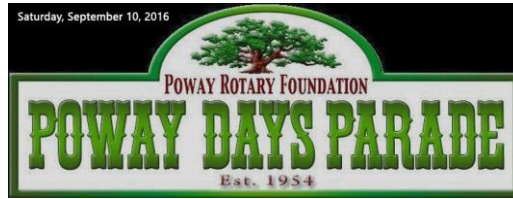
MARKETING & SPONSORSHIP BENEFITS

TITLE SPONSOR - \$5,000 +

- Preferential Placement in Parade Line – Sponsor will be strategically placed in the best line up position for the Poway Days Parade
- Official Sponsorship – Sponsor Logo to appear on Official Parade communications
- Public Acknowledgement – Sponsor will be acknowledged and thanked at a future City Council Meeting, to be publicized in media
- Sponsor name to appear on all ads, event flyers, and event e-blasts
- Sponsor Logo with link on the Poway Parade website devoted to our special event one month prior till the end of the year
- Mentioned by Announcers along Parade route
- Ten (10) invitations to the VIP breakfast
- Grandstand Seating – Optimal viewing for ten (10) in the grandstand seating area
- Banner in Parade – Parade Banner featuring major Sponsors and Sponsor provided banner strategically placed at the Grandstand
- Opportunity to include marketing piece in sponsorship goody bag
- PCLI (Poway Community Leadership Institute program) attendance for four (4)
- Rotary luncheon attendance for two (2)

PLATINUM SPONSOR - \$2,500

- Preferential Placement in Parade Line – Sponsor will be strategically placed in the best line up position for the Poway Days Parade
- Public Acknowledgement – Sponsor will be acknowledged and thanked at a future City Council Meeting, to be publicized in media
- Sponsor name to appear on all ads, event flyers, and event e-blasts
- Sponsor Logo with link on the Poway Parade website devoted to our special event one month prior till the end of the year
- Sponsor will be mentioned by Parade Announcers located along Parade route
- Eight (8) invitations to the VIP breakfast
- Grandstand Seating – Optimal viewing for eight (8) in the grandstand seating area
- Banner in Parade – Parade Banner featuring major Sponsors and Sponsor provided banner strategically placed at the Grandstand
- Opportunity to include marketing piece in sponsorship goody bag
- PCLI (Poway Community Leadership Institute program) attendance for two (2)
- Rotary luncheon attendance for two (2)



GOLD SPONSOR - \$ 1,000

- Preferential Placement in Parade Line – Sponsor will be strategically placed in the best line up position for the Poway Days Parade
- Public Acknowledgement – Sponsor will be acknowledged and thanked at a future City Council Meeting, to be publicized in media
- Sponsor name to appear on all ads, event flyers, and event e-blasts
- Sponsor name with link on the Poway Parade website devoted to our special event one month prior till the end of the year
- Sponsor will be mentioned by Parade Announcers located along Parade route
- Six (6) invitations to the VIP breakfast
- Grandstand Seating – Optimal viewing for six (6) in the grandstand seating area
- Opportunity to include marketing piece in sponsorship goody bag
- PCLI (Poway Community Leadership Institute program) attendance for two (2)
- Rotary luncheon attendance for two (2)

SILVER SPONSOR - \$500

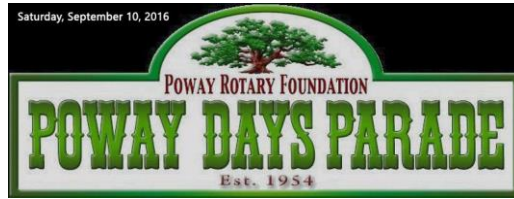
- Sponsor name with link on the Poway Parade website devoted to our special event one month prior till the end of the year
- Sponsor will be mentioned by Parade Announcers located along Parade route
- Six (6) invitations to the VIP breakfast
- Grandstand Seating – Optimal viewing for six (6) in the grandstand seating area
- Opportunity to include marketing piece in sponsorship goody bag
- PCLI (Poway Community Leadership Institute program) attendance for two (2)
- Rotary luncheon attendance for two (2)
- Complimentary entry into the Parade

BRONZE SPONSOR - \$250

- Sponsor will be mentioned by Parade Announcers located along Parade route
- Two (2) invitations to the VIP breakfast
- Grandstand Seating – Optimal viewing for two (2) in the grandstand seating area
- Sponsor will be mentioned by Parade Announcers located along Parade route
- PCLI (Poway Community Leadership Institute program) attendance for one (1)
- Rotary luncheon attendance for one (1)

COPPER SPONSOR - \$100

- Inclusion in Thank You ad in the newspaper after the Parade
- Strong sense of community pride and the gratitude of your friends and neighbors!



SPONSOR INFORMATION PAGE

Contact Information

Sponsoring Business: _____

Contact Name: _____

Business Address: _____

Business Number: _____ Cell Phone: _____ Fax: _____

Email Address: _____

Sponsorship Marketing Levels (check level)

____ Title (\$5,000)

____ Platinum (\$2,500)

____ Gold (\$1,000)

____ Silver (\$500)

____ Bronze (\$250)

____ Copper (\$100)

Checks are payable to ROTARY CLUB OF POWAY-SCRIPPS

All proceeds benefit the many local and global service projects of the Rotary Club of Poway-Scripps and the Poway Rotary Foundation

All checks are payable to **The Poway Rotary Foundation**

Rotary Club of Poway Scripps
c/o Poway Days Parade
PO Box 184
Poway, CA 92074

www.powaydaysparade.org
501(c)(3) organization