



2009 Holiday Caravan Major Sponsorship Opportunity
\$ 4,000 Level

(No more than two major sponsors will be allowed this year)

For this level of sponsorship, the major sponsor receives the following from the Holiday Caravan Parade Board:

1. Use of sponsor's name or logo on signs for **every** vehicular unit in the parade; approximately 120 units (excluding floats) times 2 signs per unit = 240 signs with logos to be seen by 30,000 to 60,000 spectators (depending on weather). Signs also will be seen on the Time Warner Cable Live Broadcast and the 4 re-broadcasts to be aired on 4 different days after Thanksgiving.
2. Major Sponsor will receive a professional float at no charge for the parade with appropriate signage on both sides of the float; either employees of your firm and/ or a local pageant beauty queen of our choice will ride on the float to represent you as a major sponsor.
3. Sponsor will be featured in **all** promotional ads for the Holiday Caravan to include, but not be limited to, the following:
 - a. **½ Page ad in a 32 page 50th Commemorative booklet to be printed and distributed before and during the parade.**
 - b. A minimum of 4 mentions of the sponsor during the parade on the live radio broadcast of the parade.
 - c. A minimum of 4 mentions of the sponsor during the parade on the live cablevision broadcast (and the 4 re-broadcasts to follow) of the parade.
 - d. Mention of the major sponsor on the live WSTP radio broadcast featuring Miss North Carolina USA and Miss South Carolina USA to be aired on the morning of the parade (November 25, 2009)
 - e. All 2009 promotional ads and newspaper articles plus all other solicitations for the Holiday Caravan will refer to the major sponsor
4. A major sponsor specific banner will be placed on the judge's railcar in Spencer during the parade for maximum exposure to the public.

5. Significant recognition at the **2009 Holiday Caravan Queens Luncheon (to be held at LongHorn Steakhouse)**, including, but not limited to, signage and a permanent plaque for the major sponsor.
Your firm shall also receive up to 6 free tickets to the event.
6. Free banner ads on both the Holiday Caravan website (www.HolidayCaravanParade.com.) for **12 months**.
7. Sponsor's name or logo will be added to the official 2009 apparel (hats and shirts) worn by the Holiday Caravan Parade Board and the official judges of the event before, during and after the parade. Officials of the parade are seen and photographed by thousands of people. Hats are becoming collectibles.
8. When applicable, the major sponsor's product can be declared the "official" product of the Holiday Caravan Parade for 2009. (Requires vote of the board and is not guaranteed.)
9. Twelve (12) reserved seats near the judge's stand in Spencer for the enjoyment of the sponsor's family, employees or clients.

In order for the 2009 Holiday Caravan to meet its obligations of this contract and the financial obligations for the event, \$2,000 must be paid by October 9, 2009 and the balance by November 6, 2009.

Accepted for major sponsor by:

Name of company _____

Address _____

Telephone _____ Fax _____

E-mail _____ Web address _____

Signature _____ Title _____

Accepted for the 2009 Holiday Caravan Parade Board by:

Name _____

Signature _____

Date _____