

# MELBOURNE LIGHT PARADE

**Dear Friends,**

The Melbourne Light Parade has been a family tradition bringing delight to children and families for 28 years. The floats and performances celebrate the things we love about our city and showcases local businesses, schools, and non-profit organizations.

**Here are some amazing facts about The Melbourne Light Parade:**

- The purpose of the parade is to help those who are less fortunate by collecting and distributing thousands of pounds of food, new toys, and pet food to local food pantries and pet shelters.
- It is a 501 (c) 3 Not-for-Profit charity EIN 59-3622855
- There are no paid staff members. The Melbourne Light Parade is completely organized and run by a handful of dedicated volunteers.

**Here is another fact:**

Parades are expensive, around \$15,000. Costs include but are not limited to; liability insurance, traffic and crowd control, barricades, traffic signage, advertising, rental equipment, and contract labor.

We need corporate and private monetary sponsors.

**HOW CAN I HELP?**

- **Become a Corporate or Private Sponsor.** A donation form and instructions is provided with this letter.
- **Raise Awareness:** Share this letter with everyone through emails, social media, and mail.
- **Support Our Sponsors**

Monetary Sponsors	In-Kind Sponsors	Media Sponsors
Jessup's American Muscle Car Museum Imagine Schools at W. Melbourne VA Paving Inc. Brevard County Airboat Association Eastminster Presbyterian Church Bonnie's Sod Melbourne Regional Medical Center Climate Experts	Lee's Towing & Recovery Waste Management BCSO Work Farm Mini U Storage Melbourne International Airport	Florida Today 98.5FM The Beach Homwtown News

Thank you in advance for your help and support.

Sincerely,

Karen Harshaw  
 Melbourne Light Parade President

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF THE CONSUMER SERVICES BY CALLING 1-800-HELP-FLA. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR

RECOMMENDATION BY

THE STATE.





## Monetary Sponsorship Levels

### **Grand Marshal Sponsor - \$4000 (limit to 1)**

Placement on the Publicity poster (500 full color 12 x 18)

Placement on the Sponsorship banner in the parade (2 full color 3' x 9' banners)

Grand Marshal Banner (2 full color 2' x 6' banner)

Placement on the Sponsorship banner at registration area (36" x 40")

**Mention in 75 ads on The Beach 98.5FM**

Your Logo on parade website at <http://www.melbournelighthouse.org> for 1 year w/ a hyperlink to your website

Placement on the Volunteers T-shirts (30 – 1 color)

Inclusion in our B & W ads in the Florida Today

Entry, with a filled out registration form, into the parade.

### **Santa - \$2000+**

Color Logo on:

Placement on the Publicity poster (500 full color 12 x 18)

Placement on the Sponsorship banner in the parade (2 full color 3' x 9' banners)

Placement on the Sponsorship banner at registration area (36" x 40")

**Mention in 75 ads on The Beach 98.5FM (limited to the first two Santa Sponsorships)**

Your Logo on parade website at <http://www.melbournelighthouse.org> for 1 year w/ a hyperlink to your website

Placement on the Volunteers T-shirts (30 – 1 color)

Inclusion in our B & W ads in the Florida Today

Entry, with a filled out registration form, into the parade.

### **Reindeer - \$600+**

Name on:

Placement on the Publicity poster (500 full color 12" x 18") (*your name in **Bold Black Lettering***)

Placement on the Volunteers T-shirts (30 – 1 color)

Placement on the Sponsorship banner in the parade (2 full color 3' x 9' banners)

Listed on parade website at <http://www.melbournelighthouse.org> for 1 year

Placement on the Sponsorship banner at registration area (36" x 40")

Inclusion in our B & W ads in the Florida Today

Entry, with a filled out registration form, into the parade.

### **Elf- \$300+**

Name on:

Placement on the Publicity poster (500 full color 12" x 18")

Placement on the Volunteers T-shirts (30 – 1 color)

Placement on the Sponsorship banner in the parade (2 full color 3' x 9' banners)

Placement on the Sponsorship banner at registration area (36" x 40")

Inclusion in our B & W ads in the Florida Today

Entry, with a filled out registration form, into the parade.

### **Snowflake – Any Amount**

Just as each individual snowflake is beautiful and unique, so are Snowflake contributions.

Any amount is appreciated, and small contributions can add up to a lot.

### **In kind Donations**

Your name will be included in all our print advertising (size to be determined on the value of the In Kind donation)



**28<sup>th</sup> Annual Melbourne Light Parade  
December 12, 2020 at 6pm**

**Sponsorship Commitment**

(Commitment needed by September 30, 2020, Please)

Company Name \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Website (for Santa Sponsors) \_\_\_\_\_

**Sponsorship Levels**

Grand Marshal \$4000+ \_\_\_\_\_

Santa \$2000+ \_\_\_\_\_

Reindeer \$600+ \_\_\_\_\_

Elf \$300+ \_\_\_\_\_

Snowflake \$Any Amount \_\_\_\_\_

In Kind Please describe and value \_\_\_\_\_

—

Method of Payment Cash \_\_\_\_\_ or Check \_\_\_\_\_

Please make checks payable to: Melbourne Light Parade, Inc.

Please send to: 912 E. New Haven Ave. Melbourne, Fla. 32901

You may also fax your commitment to 321-984-3958 (before 5pm) or email to:  
melbournelightparade@yahoo.com

Thank you for your sponsorship to this wonderful event and a True Melbourne Family Tradition.



(2) 3' X 9' Full Color Title Float Banners



(1) 3' X 4' Full Color Registration Banner



(500 Full Color Posters)



(2) 1/4 Page B/W Florida Today Ad



Volunteer T-Shirts



(2) 2' X 6' Full Color Grand Marshal Banners (For Grand Marshal Sponsor Only)