

## **Dear Friends,** The Melbourne Light Parade has been a family tradition bringing delight to children and families for 31 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 \$17,000. 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 of Melbourne	Lee's Towing & Recovery	Florida Today
American Muscle Car Museum	Waste Management	98.5FM The Beach
Island Root Kava Bar	BCSO Work Farm	Homwtown News
RTI Imports	Mini U Storage	
Wiginton Fire Systems All Klean Up	Melbourne International Airport	
Byrd's Western Store		
Fierce Dance Studio		

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.



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

Placement on the P nony po (500 full color 12 x 18) le parade (2 full color 3' x 9' banners) Placement on the nsors hner ir bar Grand Marshal Ba er (21 2' x CC .s) Placement on the ons ner stratio rea (36" Mention in 75 ads on 4 e Bea 98 Ŵ Your Logo on parade website at mp:// ear w/ a hyperlink to your website w.m ghtparad Placement on the Volunteers T-shirts (30 – 1 lo Inclusion in our B & W ads in the Florida Today Entry, with a filled out registration form, into the parade.

### <u>Santa</u> - \$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 <a href="http://www.melbournelightparade.org">http://www.melbournelightparade.org</a> 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 <u>http://www.melbournelightparade.org</u> 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  $\mathbf{V}$ .

# 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)



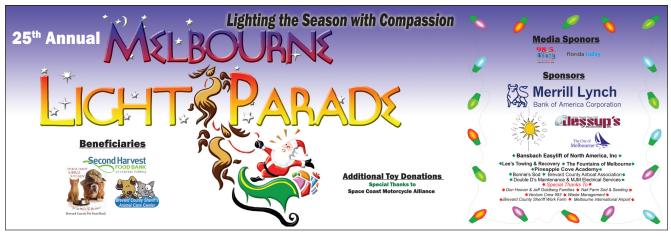
### 31<sup>st</sup> Annual Melbourne Light Parade December 9, 2023 at 6pm

**Sponsorship Commitment** 

(Commitment needed by October 15, 2023, Please)

Company Name				
Contact				
Address				
City	State	Zip		
Phone	E-Mail			
Website (for Santa Spor	isors)			
T-Shirt Size (for Elf, Reindeer, Santa, and Grand Marshall)				
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 pa	yable to: Melbourne Light Parad	le, Inc.		
Please send to: 912 E. I	New Haven Ave. Melbourne, Fla	a. 32901		
You may also fax your commitment to 321-984-3958 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 Flroida Today Ad





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

**Volunteer T-Shirts**