

# 38th Annual Children's Christmas Parade Sponsorship Packet



**DEC. 1  
2018**

**PEACHTREE  
STREET**

**MIDTOWN  
ATL**

**10:30 AM TO  
NOON**

## PRESENTING SPONSOR :: \$50,000

- Category exclusivity
- Title street signage
- (2) :30 TV spots during WSB-TV production
- Inclusion on WSB-TV pre-parade promos
- Inclusion on pre-parade radio promos
- Opportunity for CEO on-air live TV appearance
- Appearance on live TV
- Selection of parade float or balloon unit
- Volunteer opportunities for employees
- Custom banner signage in the parade
- Opportunity to include a logoed giveaway in the pre-parade breakfast event goody bags
- Logo recognition on dashboard, TV graphics, website and front of t-shirt
- 20 tickets to Breakfast with Santa
- 20 VIP parade bleacher seating

## PREMIERE SPONSOR :: \$35,000

- (1) :30 TV spots during WSB-TV production
- Inclusion on WSB-TV pre-parade promos
- Appearance on live TV
- Selection of parade float or balloon unit
- Opportunity to host an employee-patient event at Children's captured by WSB for use in parade during on-air unit appearance
- Volunteer opportunities for employees
- Custom banner signage in the parade
- Opportunity to include a logoed giveaway in the pre-parade breakfast event goody bags
- Logo recognition on dashboard, TV graphics, website and t-shirt
- 15 tickets to Breakfast with Santa
- 15 VIP parade bleacher seating

## FLOAT SPONSOR :: \$20,000

- (1) :30 TV spots during WSB-TV production
- Inclusion on WSB-TV pre-parade promos
- Appearance on live TV
- Volunteer opportunities for employees
- Opportunity to include a logoed giveaway in the pre-parade breakfast event goody bags
- Custom banner signage in the parade
- Logo recognition on dashboard, TV graphics, website and t-shirt
- 10 tickets to Breakfast with Santa
- 10 VIP parade bleacher seating

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## BALLOON SPONSOR :: \$15,000

- Appearance on live TV
- Volunteer opportunities for employees
- Custom banner signage in the parade
- Opportunity to include a logoed giveaway in the pre-parade breakfast event goody bags
- Logo recognition on dashboard, TV graphics, website and t-shirt
- 10 tickets to Breakfast with Santa
- 10 VIP parade bleacher seating

## BREAKFAST WITH SANTA SPONSOR :: \$10,000

- Title breakfast signage
- Recognition on parade telecast bump-in or out
- Opportunity to include a logoed giveaway in the pre-parade breakfast event goody bags
- Logo recognition on dashboard, website and t-shirt
- 15 tickets to Breakfast with Santa
- 15 VIP parade bleacher seating

## CORPORATE MASCOT SPONSOR :: \$7,500

- Appearance on live TV
- Volunteer opportunities for employees
- Custom banner signage in the parade
- Opportunity to include a logoed giveaway in the pre-parade breakfast event goody bags
- Recognition on TV graphics, website and t-shirt
- 4 tickets to Breakfast with Santa
- 4 VIP parade bleacher seating

## SPECIALTY UNIT OR BAND SPONSOR :: \$5,000

- Appearance on live TV
- Volunteer opportunities for employees
- Custom banner signage in the parade
- Opportunity to include a logoed giveaway in the pre-parade breakfast event goody bags
- Recognition on TV graphics, website and t-shirt
- 4 tickets to Breakfast with Santa
- 4 VIP parade bleacher seating



### Children's longest running fundraiser

The Children's Christmas Parade began in 1981



#1 in the time period



90 minutes

The time it takes to inflate one of the large helium balloons



More than 500 volunteers

Help make the parade happen



24,136 people reached

On parade Facebook posts by Children's



77,529 views

On the Children's Christmas Parade Snapchat Filter



193,000 households

Tuned in to watch the 2017 Children's Christmas Parade



35,583 page views on choa.org

Which includes all sponsor recognition



12 news clips

With mentions or features on the Christmas parade



# THE CHILDREN'S CHRISTMAS PARADE



4.1 HH RTG  
10 SHR

For the Children's Christmas Parade

799 Reactions, Comments & Shares

On parade Facebook posts by Children's Healthcare of Atlanta



66 promos

Were run by WSB with an 55.2 reach, frequency of 1.6



The parade route is 1 mile long



More than 3,000 participants

March in the parade including balloon handlers, clowns, marching bands, dance groups and more

# 38th Annual Children's Christmas Parade Sponsorship Agreement



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

Billing Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Amount: \_\_\_\_\_ Sponsorship Type: \_\_\_\_\_

I/We agree to sponsor the 2018 Children's Healthcare of Atlanta Parade for the above amount, payable in full prior to November 1 in return for the benefits outlined in the Sponsorship Packet. A representative of the Children's Christmas Parade Committee and/or Argonne Parades will contact you prior to the parade to confirm logistics including arrival time, staging area, placement, and all other elements of your parade sponsorship.

I/We understand the Children's Christmas Parade is intended to be a rain or shine event. No refunds will be granted due to inclement weather conditions. In the event of a major catastrophe that causes the cancellation of the entire event, the sponsorship shall be considered a 100% donation with all applicable tax benefits. I/We agree to comply with the rules and regulations of the Children's Christmas Parade.

I/We understand that the parade is broadcast on live television and is subject to factors outside of Children's control. No guarantees are made as to the length, scripting or camera shots of elements as they pass through the coverage zone. Sponsor agrees to hold Children's harmless for omissions or editing mistakes which may be caused by TV or Radio partners.

I/We and our representatives expressly release and hold harmless Children's Christmas Parade and the City of Atlanta and its directors, employees, agents and volunteers from any and all liability from injury, sickness, death, including personal injury and property damage or loss (including defense costs) which may rise in connection with sponsor participation in the Children's Christmas Parade associated with the negligence of the vendor and its employees or volunteers.

A certificate of Commercial General Liability insurance with a limit of no less than \$1,000,000 per occurrence for bodily injury or property damage is required. The certificate will name Children's Healthcare of Atlanta as additional insured and provide for 30 days' notice of cancellation. Said certificated will further be provided at the consummation of this agreement.

All sponsorship categories are non-exclusive with the exception of the Presenting Sponsorship.

Please return signed copy to Children's Christmas Parade

Attn: Melisa Morrow, Park North, 3395 NE Expressway, Suite 100, Atlanta, GA 30341

Authorized Signature—Sponsor

Authorized Signature—Children's Healthcare of Atlanta

\_\_\_\_\_

\_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_