

Light Up



HOLIDAY PARADE 2018



2018 SPONSORSHIP PACKAGES

Friends of the Institute - **\$20,000**

QTY AVAILABLE: (1)

INCLUDES:

- Recognition **'Thank You' spotlighted on first billboard** on I95 during November and December 2018
- Premium placement full-page ad (**inside back cover, June - December**) in the Viera Vision; **\$6,000 value**
- Logo placement on LightUpViera.com as Signature Sponsor level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2018-2019 calendar year
- Professional float with driver and insurance and your company banner (provided); **\$3,000 value**
- Special seating in VIP area with Mindy
- Signature Sponsor with logo on all LightUpViera promotional pieces including: website and print/promotional ads
- Acknowledgment in January Space Coast Living Magazine 'Thank You' Ad
- Featured in Press Releases about the 6th Annual Light Up Viera Holiday Parade
- Promotional video clip filmed on-site at your location announcing your sponsorship and social media outreach



FOR MORE INFORMATION:
CALL: 321.255.4500
EMAIL: EVENTS@VIERA.COM
DEADLINE TO REQUEST: **May 4, 2018**

The Viera Community Institute, Inc. is a not-for-profit corporation duly incorporated and in good standing under the laws of Florida. The Institute is organized to foster the health, harmony and well-being of the Viera community by facilitating education, environmental, cultural and charitable activities and outreach programs within Viera and Brevard County. Although the Institute is a not-for-profit organization, it is currently not exempt from Federal income tax and neither contributions nor gifts to the institute are deductible as charitable contributions for Federal income tax purposes.



Light Up The Night Sponsor - \$15,000

Qty Available: (1)

Includes:

- **Fireworks Sponsor** with logo on all LightUpViera promotional materials including: website and print/promotional ads
- Logo placement on LightUpViera.com as **Fireworks Sponsor** level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2018-2019 calendar year
- Special seating in VIP area with Mindy from IHeart Media Morning Show *Mike and Mindy*
- Premium placement full-page Holiday-focused message/ad in Viera Vision: Holiday 2018 issue; **\$2,000 value**
- **Optional:** Editorial content focus about your company's philanthropic (holiday) efforts/Year of Giving recap
- Acknowledgment in January Space Coast Living Magazine 'Thank You' Ad
- Featured in Press Releases about the 6th Annual Light Up Viera Holiday Parade
- Promotional video clip filmed on-site at your location announcing your sponsorship and social media outreach

Train Sponsor - \$10,000

Qty Available: (1)

Includes:

- At the start of the parade as the second float, the **Train Sponsor Float** will follow the Color Guard and the Military Float with driver and insurance and your company banner (provided)
- Logo on all LightUpViera promotional materials including: website and print/promotional ads
- Logo placement on LightUpViera.com as **Specialty Float Sponsor** level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2018-2019 calendar year
- Premium placement **full-page, back cover** Holiday-focused message/ad in Viera Vision: Holiday 2018 issue; **\$2,000 value**
- **Optional:** Editorial content focus about your company's philanthropic (holiday) efforts/Year of Giving recap
- Acknowledgment in January Space Coast Living Magazine 'Thank You' Ad
- Featured in Press Releases about the 6th Annual Light Up Viera Holiday Parade
- Promotional video clip filmed on-site at your location announcing your sponsorship and social media outreach

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Military Float Sponsor - \$5,000

Includes:

- Leading the parade as the first float, the **Military Sponsor Float** will follow the Color Guard and the Brevard County Fire Department with driver and insurance and your company banner (provided)
- Logo placement on LightUpViera.com as **Specialty Float Sponsor** level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2018-2019 calendar year
- Premium placement half-page Holiday-focused message/ad in Viera Vision: Holiday 2018 issue; **\$1,000 value**
- Acknowledgment in Viera Vision "Thank You" Ad **and** January Space Coast Living Magazine 'Thank You' Ad
- Included in social media outreach

Toy Soldier Sponsor - \$5,000

Includes:

- Professional float and attached themed elements with driver and insurance and your company banner (provided)
- Logo placement on LightUpViera.com as **Specialty Float Sponsor** level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2018-2019 calendar year
- Premium placement half-page Holiday-focused message/ad in Viera Vision: Holiday 2018 issue; **\$1,000 value**
- Acknowledgment in Viera Vision "Thank You" Ad **and** January Space Coast Living Magazine 'Thank You' Ad
- Included in social media outreach

Angel Sponsor - \$5,000

Includes:

- Proceeding the Nativity Float, the **Angel Sponsor Float** will include angels and shepherds in custom costumes with driver and insurance and your company banner (provided)
- Logo placement on LightUpViera.com as **Specialty Float Sponsor** level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2018-2019 calendar year
- Premium placement half-page Holiday-focused message/ad in Viera Vision: Holiday 2018 issue; **\$1,000 value**
- Acknowledgment in Viera Vision "Thank You" Ad **and** January Space Coast Living Magazine 'Thank You' Ad
- Included in social media outreach

CandyLand Sponsor - \$5,000

Includes:

- Professional float and attached themed elements with driver and insurance and your company banner (provided)
- Logo placement on LightUpViera.com as **Specialty Float Sponsor** level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2018-2019 calendar year
- Premium placement half-page Holiday-focused message/ad in Viera Vision: Holiday 2018 issue; **\$1,000 value**
- Acknowledgment in Viera Vision "Thank You" Ad **and** January Space Coast Living Magazine 'Thank You' Ad
- Included in social media outreach



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Float Sponsor - \$3,000

QTY AVAILABLE: (2)

Includes:

- Professional float with driver and insurance and your company banner (provided)
- Logo placement on LightUpViera.com as **Float Sponsor** level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2018-2019 calendar year
- Acknowledgment in Viera Vision "Thank You" Ad **and** January Space Coast Living Magazine 'Thank You' Ad
- Included in social media outreach

Santa's Diner Sponsor - \$500

QTY AVAILABLE: (3)

Includes:

- Logo placement on LightUpViera.com as **Refreshment Sponsor** level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2018-2019 calendar year
- **Banner with Sponsor logo represented at refreshment location**
- Acknowledgment in Viera Vision "Thank You" Ad **and** January Space Coast Living Magazine 'Thank You' Ad

Sponsors providing refreshments (food, drinks and/or desserts) for event participants, staff and volunteers located at the pre-parade staging area at Viera High School.

Band Sponsor - \$2,000

QTY AVAILABLE: (4)

Includes:

- **Marching band participants** sponsor with logo on all LightUpViera promotional pieces including: website and print/promotional ads
- **Banner with Sponsor logo represented in front of bands**
- Logo placement on LightUpViera.com as **Band Sponsor** level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2018-2019 calendar year
- Acknowledgment in Viera Vision "Thank You" Ad **and** January Space Coast Living Magazine 'Thank You' Ad
- Included in social media outreach

Golf Cart Participant - \$250

QTY AVAILABLE: (5)

Includes:

- Opportunity for you to be a part of the parade with your holiday themed golf cart decorated in at least 70% lights and within the theme: *'It's Beginning To Look A Lot Like Christmas'*
- Logo placement on LightUpViera.com as a Golf Cart Participant, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2018-2019 calendar year
- Acknowledgment in Viera Vision "Thank You" Ad **and** January Space Coast Living Magazine 'Thank You' Ad



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HOLIDAY PARADE 2018



SATURDAY NOVEMBER 24, 2018 | PARADE SPONSORSHIP REQUEST

Select Sponsorship Level

FRIENDS OF THE INSTITUTE: \$20,000

LIGHT UP THE NIGHT: \$15,000

SOLD TRAIN SPONSOR: \$10,000

SOLD MILITARY FLOAT: \$ 5,000

ANGEL SPONSOR: \$ 5,000

SOLD TOY SOLDIER: \$ 5,000

SOLD CANDYLAND SPONSOR: \$ 5,000

FLOAT SPONSOR: \$ 3,000

BAND SPONSOR: \$ 2,000

SANTA'S DINER SPONSOR: \$ 500

GOLF CART PARTICIPANT: \$ 250

Name of your organization: _____

Contact person: _____ Title: _____

Mailing address: _____ City/Zip: _____

Telephone numbers (work): _____ (cell): _____

Email: _____

Signature: _____ Date: _____

Please return the signed request via email to: Events@viera.com.

Refer questions to: Laurie.Widzgowski@viera.com.

Invoices for sponsorships will be sent to you upon receipt of your selection.

Payment will be due by **JULY 13, 2018**.



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