

ALL THINGS

Merry
AND
Bright

Light
Up



HOLIDAY PARADE 2021

SPONSORSHIP PACKET



To Our Valued Community Members,

We would like to take this opportunity to say ‘Thank You’ for all that you have done and continue to do in our community. At the Viera Community Institute we have modified our events over the past year in response to guidelines set forth by the CDC and state officials for COVID-19, and we plan to follow, and require all participants to follow, those guidelines.

We are now in the planning stages for the Light Up Viera Holiday Parade and hope that you will participate in this holiday event that our residents and friends across Brevard eagerly look forward to attending. Our event truly begins the holiday season here in Brevard.

In this year’s sponsorship packet our theme, **All Things Merry & Bright**, reflects the vision we see for the future in Viera and Brevard County! We’re introducing new and creative sponsorships for you to choose from: favorites from year’s past and new ones to which you can add your own creative flair.

Viera is a vibrant, growing community and the Viera Community Institute continues to provide opportunities to enhance the lifestyle of those who call Viera home. And, as we have seen over the years, our invitation across Brevard and Central Florida has brought many who have made this event a part of their holiday tradition.

As you look over the available sponsorships, I hope you join us in this holiday celebration by choosing to be a part of the 9th Annual Light Up Viera Holiday Parade on Saturday, November 27th!

For any questions regarding the parade or to reserve your sponsorship, please reply to Events@Viera.com.

Best Regards,

Laurie Widzgowski

Marketing and Event Coordinator
The Viera Company/Viera Community Institute
Laurie.Widzgowski@Viera.com



**20
20** STATS

2020 APPROX.
ATTENDANCE

10K

**2.7
MILES**

The parade route will make a loop from Viera High School to Veterans Way to Breslay Drive around Tavistock Drive to Viera Boulevard back to Viera High School

**LIVESTREAMED
ON FACEBOOK**



With Professional
Equipment and Team

**SOCIAL
MEDIA & WEB
ADVERTISING
PLATFORMS:**

18

PARTICIPANTS:



300+

VOLUNTEERS

THANK YOU
to our dedicated
volunteers!



**MAGAZINE &
NEWSPAPER
CIRCULATION**

72K

**NUMBER OF LIGHTS
ON EACH FLOAT:**

AS MANY AS

10000

holiday-style bulbs,
plus spotlights

FLOATS:

10

sponsored by Brewer Paving (Angel); Duda Family Council (Nativity); Fairway Management (Christmas Train); Island Animal Hospital; The Viera Company (Santa Claus and Under the Sea); Tropic-Care (Military); Viera Builders

I-95 BILLBOARDS:

5 WEEKS



**CARS:
210,310
PER WEEK**

BANDS:

1



SATELLITE HIGH SCHOOL

iHEART RADIO STATIONS:

WFKS, WLRQ & WMMB

REACH: 124,400

IMPRESSIONS: 586,000

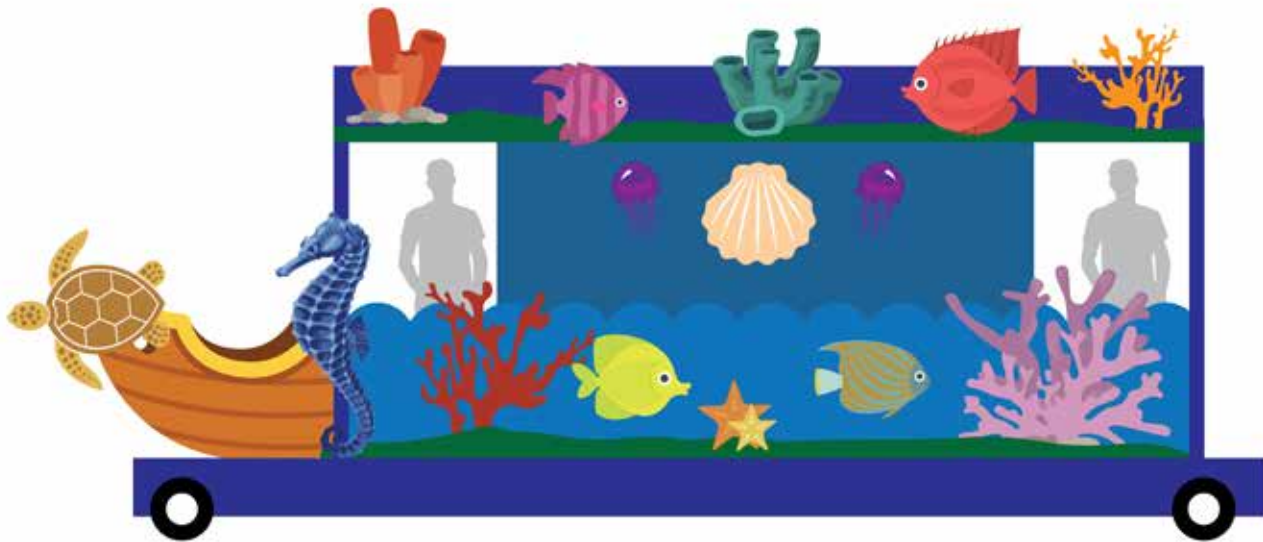


Light Up Viera is a gift from the Viera
Community Institute & Sponsors



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2021 SPONSORSHIP PACKAGES



Under the Sea Sponsor - **\$7,500**

Qty Available: 1

Includes:

- At the start of the parade as the **second** float, the Under the Sea Sponsor Float will follow the Color Guard and the Military Float with driver and insurance and your company banner (provided)
- Logo on all Light Up Viera 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 2021-2022 calendar year
- Premium placement half-page, Holiday-focused message/ad provided by sponsor in Viera Vision: Holiday 2021 issue; **\$1,000 value**
- Acknowledgment in Viera Vision Special Issue "Thank You" Ad **and** December Brevard Business News 'Thank You' Ad
- Included in social media outreach



For more information: **321.255.4500**
events@viera.com

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



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STARRY & BRIGHT



UGLY SWEATER



TOY SOLDIER



MILITARY



CHRISTMAS TRAIN



CANDY LAND



SANTA'S WORKSHOP



BEJWELED/BEDAZZLED



ANGEL

Specialty Float Sponsor - \$5000

Qty Available: 9 (see the concepts/renderings on the next page)

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 2021-2022 calendar year
- Premium placement Holiday-focused ad in Viera Vision: Holiday 2021 issue; **\$1,000 value**
- Acknowledgment in Viera Vision Special Issue "Thank You" Ad **and** Brevard Business News 'Thank You' Ad
- Included in social media outreach



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Starry & Bright

- Colors: Gold, Silver and White
- Glitter, sparkle, illuminating
- Spotlight/floodlights



Bejeweled/Bedazzled

- Colors: Red, Green, Gold and White
- Glitter and sparkles
- Large Ornaments
- Think 'NYC display' / Rockefeller Center



Santa's Workshop

- Costumed elves making toys on their workbench
- Red sleigh filled with toys and presents on one end
- Large clock (hanging from a stand) on the other end



Candy Land

- Deliciously good candy themed float
- Decorated with large Candy Canes, Gingerbread men and Candy

Specialty Float Concepts/Renderings

Conceptual ideas/visuals only. Float designs are currently in production and may be similar but not exact to above images.



Ugly Sweater

- Use Ugly Sweater costumes on stands
- Riders on the float will wear their own ugly sweaters
- Idea of float could be 'holiday party' or 'community get together'
- Fireplace with a family room setting or company party (Your Company Logo)



Christmas Train

- Large traditional train with giant bow on front
- Participants ride in the train caboose
- White light strands



Toy Soldier

- Traditional life size, Toy Soldier and Christmas Tree
- Larger than life toys and presents



Float Sponsor - \$3000

Qty Available: 5

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 2021-2022 calendar year
- Acknowledgment in Viera Vision Special Issue "Thank You" Ad **and** December Brevard Business News 'Thank You' Ad
- Included in social media outreach

Band Sponsor - \$2000

Qty Available: 5

Includes:

- Marching band participants sponsor with logo on all Light Up Viera 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 2021-2022 calendar year
- Acknowledgment in Viera Vision Special Issue "Thank You" Ad **and** December Brevard Business News 'Thank You' Ad
- Included in social media outreach

Entertainment Sponsor - \$1000

Qty Available: 5

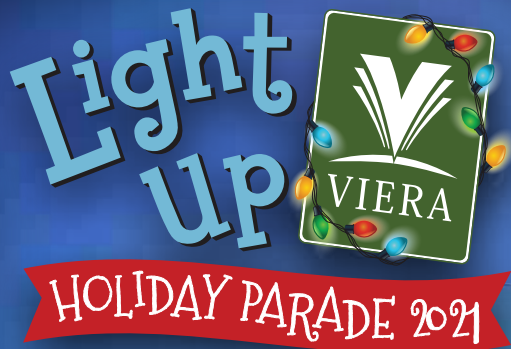
Includes:

- Announcement of your sponsorship during parade by MC on the route
- Logo placement on LightUpViera.com as Entertainment Sponsor level, including hyper-link to your website, as well as placement on VieraCommunityInstitute.com supporter page for 2021-2022 calendar year
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SATURDAY NOVEMBER 27, 2021 | PARADE SPONSORSHIP REQUEST SELECT SPONSORSHIP LEVEL

☐ **Under the Sea Float Sponsor - \$7,500**

Specialty Floats - \$5,000

☐ **Bejeweled/Bedazzled** ☐ **Starry & Bright** ☐ **Military** ☐ **Angel** ☐ **Toy Soldier**

☐ **Santa's Workshop** ☐ **Ugly Sweater** ☐ **Christmas Train** ☐ **Candy Land**

☐ **Float Sponsor - (5) \$3,000** ☐ **Band Sponsor - (5) \$2,000**

☐ **Entertainment Sponsor - (5) \$1,000**

Name of organization _____

Contact Person _____ Title _____

Mailing address _____ City/Zip _____

Work Telephone _____ Cell _____

Email _____

Signature _____ Date _____

Please include script for Master of Ceremonies (example: holiday greeting/description of your organization, etc) _____

Please note that in event that Light Up Viera must be cancelled due to governmental order (including but not limited to, due to COVID-19 or other pandemic, riot, or civil unrest) and such cancellation occurs November 1 or later, all sponsorship fees will be non-refundable.

Further, in the event that Light Up Viera must be cancelled due to rain, hurricane, or other acts of God, and such cancellation occurs November 20 or later, all sponsorship fees will be non-refundable.

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

Refer questions to: Laurie.Widzowski@viera.com

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



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