

UNWRAP
THE
*Magic of
Christmas*

Light
up



HOLIDAY PARADE 2022



10th Anniversary

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. The Viera Community Institute is celebrating its 10th year hosting the Light Up Viera Holiday Parade this year and we have many surprises in store and special features that we will be showcasing during this magical event.

With this year's parade theme, **Unwrap the Magic of Christmas**, we hope it encourages a time for reflection of the past and inspiration to create new experiences with family and friends to remember for years to come! We're introducing new sponsorships and creative ways to participate, including favorites from years past and new float designs 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.

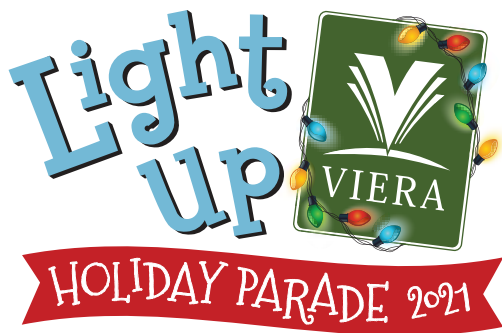
As you look over the available sponsorships, I hope you join us in this holiday celebration by choosing to be a part of the 10th Annual Light Up Viera Holiday Parade on Saturday, November 26th!

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

Best Regards,

Laurie Widzowski

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



2021 STATS

2021 APPROX. ATTENDANCE

20K

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

CLOSED ROADS:

From 5 p.m. to 7:45 p.m.



depending on location (staggered)



One-of-a-Kind Professional Fireworks Display



PARKING SITES:

In the lots of Calvary Chapel-Viera, Brevard County School Board and the Brevard County Government Center

SOCIAL MEDIA & WEB ADVERTISING PLATFORMS:

18

PARTICIPANTS:



1000+



MAGAZINE & NEWSPAPER CIRCULATION

72K

VOLUNTEERS

100+



COSTUMES:

100+

NUMBER OF LIGHTS ON EACH FLOAT:

AS MANY AS

10000

holiday-style bulbs, plus spotlights

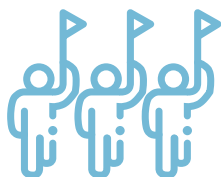
FLOATS:

14

sponsored by Brewer Paving (Angel); Duda Family Council (Nativity); Florida City Gas (Santa's Workshop); Health First; Island Animal Hospital at Viera; Space Coast Credit Union; The Viera Company (Santa Claus and Under the Sea); Tropic-Care of FL (Military); USSSA Space Coast Stadium Complex; Viera Builders (Ugly Sweater); Viera Charter School (Starry & Bright); Viera Storage Co. (Candyland); Winn-Dixie (Christmas Train)

MARCHING UNITS:

13



including dance groups, cheer teams, sports teams, Girl Scouts and additional Viera organizations. Others may join.

BANDS:

5



**ASTRONAUT HIGH SCHOOL
MERRITT ISLAND HIGH SCHOOL
ROCKLEDGE HIGH SCHOOL
SATELLITE HIGH SCHOOL
VIERA HIGH SCHOOL**

2

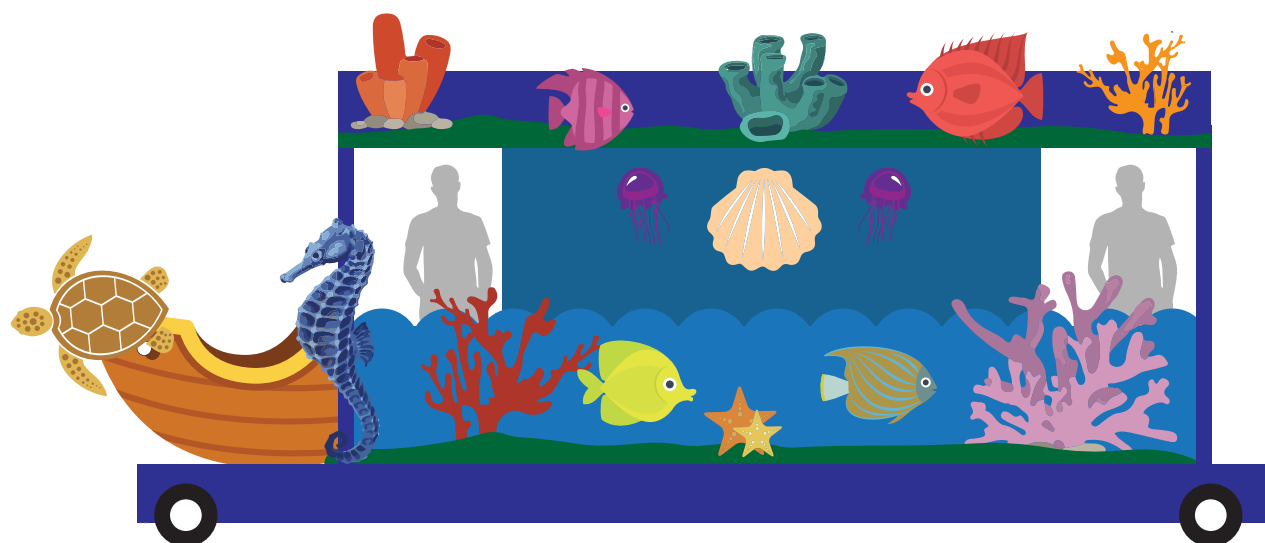
masters of ceremonies: located along the parade route to tell spectators what band, group, sponsor/float they are seeing, with short descriptions



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



2022 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 2022-2023 calendar year
- Premium placement half-page, Holiday-focused ad in Viera Vision: Holiday 2022 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.



STARRY & BRIGHT



UGLY SWEATER



TOY SOLDIER



MILITARY



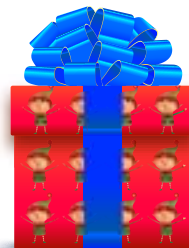
HOLIDAY GNOMES



CHRISTMAS TRAIN



CANDY LAND



SANTA'S WORKSHOP



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 2022-2023 calendar year
- Premium placement Holiday-focused ad in Viera Vision: Holiday 2022 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



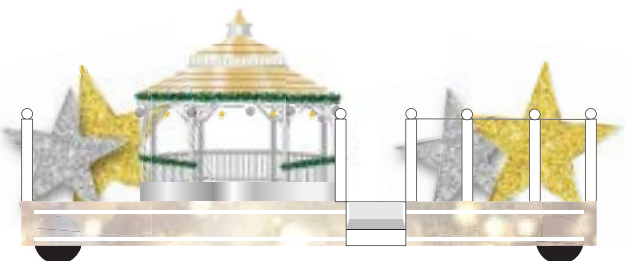
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Holiday Gnomes

- Colors: Red, Green, Silver and Gold
- Holiday fun vibe
- Happy, friendly, 'good luck' Gnomes



Starry & Bright

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



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

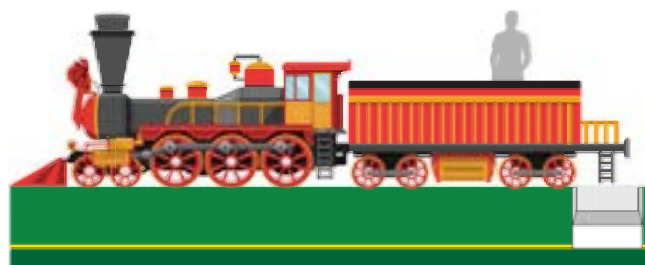
Specialty Float Concepts/Renderings

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



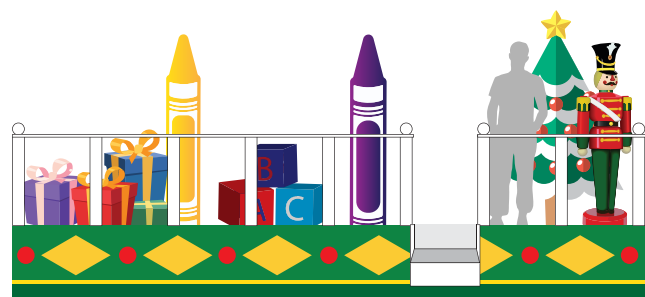
Ugly Sweater

- 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 2022-2023 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 each marching band
- 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 2022-2023 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 2022-2023 calendar year
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SATURDAY NOVEMBER 26, 2022 | PARADE SPONSORSHIP REQUEST SELECT SPONSORSHIP LEVEL

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

Specialty Floats - \$5,000

☐ **Holiday Gnomes** ☐ **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 canceled 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 canceled due to rain, hurricane, or other acts of God, and such cancellation occurs November 19 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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