



Dear Community Partner,

Great news for our Poway community! We are excited to announce the return of the family-oriented, community celebration - "The 56<sup>th</sup> Annual Poway Rotary Parade" on September 11, 2021 beginning at 9:00AM at the crossroads of Poway Road and Pomerado Road continuing towards Bowron Road!

The 56<sup>th</sup> Annual Poway Rotary Parade is presented by the Rotary Club of Poway-Scripps. The annual parade is one of our largest community events, attracting more than 10,000 attendees from all over San Diego County and the Parade will be adapted to adhere to all County and City regulated safety guidelines. A large portion of the Parade's success and sustainability is due to the generous support of our sponsors and community members. This is one of Rotary's action-oriented programs where members and financial contributors improve lives locally, nationally, and globally. Any excess funds donated to the Parade will also support Rotary's annual service projects. The Rotary Club of Poway-Scripps thanks you for your interest in this parade of fun, and family-oriented entertainment that will dazzle spectators gathered all along Poway Road!

Parade sponsors receive invaluable marketing exposure to one of the fastest growing communities in San Diego County, as well as gaining tremendous goodwill generated by this unique and special event. Opportunities exist for new sponsors to capitalize on multiple levels of sponsorship, each providing increasing levels of marketing and publicity. Packets can be modified to fit your sponsorship needs and goals! Details can be found below and at our [PowayRotaryParade.org](http://PowayRotaryParade.org) website. Prompt submission will ensure the fullest benefit from early publicity.

The Parade committee and volunteers are excited about the goodwill and community spirit this event continues to generate. Please join us in supporting our community's 56<sup>th</sup> Annual Poway Rotary Parade!

Sincerely,

A handwritten signature in black ink that reads 'Lauren Garces'. The signature is written in a cursive style with a large, looping 'L' and 'G'.

Lauren Garces  
Parade Director  
Poway Rotary Parade  
Rotary Club of Poway-Scripps

[MyPowayParade@gmail.com](mailto:MyPowayParade@gmail.com)  
(619) 828-3101



## MARKETING & SPONSORSHIP BENEFITS

### TITLE SPONSOR - \$10,000

- NAMING Rights to the Parade
- Second Placement in Parade Line – Sponsor will follow the Parade Grand Marshal
- Your/ Company Name and logo will appear on social media Live Broadcast with opportunities to broadcast commercials to over 1K organic online reach (potential air on local News)
- Official Sponsorship – Sponsor Logo to appear on all Official Parade communications
- Public Acknowledgement – Sponsor will be acknowledged and thanked at a future City Council Meeting, to be publicized in media
- Publicity - Sponsor name to appear on all ads, event flyers, and event e-blasts
- Website - Sponsor Logo with link on the Poway Parade website devoted to our special event one month prior until end of the year
- Introduction – Sponsor will be mentioned by Announcers along Parade route
- Parade VIP Breakfast - Ten (10) invitations to the VIP breakfast
- Grandstand Seating – Optimal viewing for ten (10) in the grandstand seating area
- Banner in Parade – Parade Banner featuring major Sponsors and Sponsor provided banner strategically placed at the Grandstand
- Opportunity to include marketing piece in sponsorship goody bag
- Rotary Club luncheon attendance for (2)
- Inclusion in Thank You ad in the newspaper after the Parade

### PLATINUM SPONSOR - \$2,500

- NAMING RIGHTS to the Grandstand
- Preferential Placement in Parade Line – Sponsor will be strategically placed in the best line up position for the Poway Rotary Parade
- Public Acknowledgement – Sponsor will be acknowledged and thanked at a future City Council Meeting, to be publicized in media
- Publicity - Sponsor name to appear on all ads, event flyers, and event e-blasts
- Website - Sponsor Logo with link on the Poway Parade website devoted to our special event one month prior until end of the year
- Introduction - Sponsor will be mentioned by Parade Announcers located along Parade route
- Parade VIP Breakfast - Eight (8) invitations to the VIP breakfast
- Grandstand Seating – Optimal viewing for eight (8) in the Grandstand seating area
- Banner in Parade – Parade Banner featuring major Sponsors and Sponsor provided banner strategically placed at the Grandstand
- Opportunity to include marketing piece in sponsorship goody bag
- Rotary Club luncheon attendance for (2)
- Inclusion in Thank You ad in the newspaper after the Parade



### **GOLD SPONSOR - \$ 1,000**

- Preferential Placement in Parade Line – Sponsor will be strategically placed in the best line up position for the Poway Rotary Parade
- Public Acknowledgement – Sponsor will be acknowledged and thanked at a future City Council Meeting, to be publicized in media
- Publicity - Sponsor name to appear on all ads, event flyers, and event e-blasts
- Website - Sponsor name with link on the Poway Parade website devoted to our special event one month prior until end of the year
- Introduction - Sponsor will be mentioned by Parade Announcers located along Parade route
- Parade VIP Breakfast - Six (6) invitations to the VIP breakfast
- Grandstand Seating – Optimal viewing for six (6) in the Grandstand seating area
- Opportunity to include marketing piece in sponsorship goody bag
- Rotary Club luncheon attendance for (2)
- Inclusion in Thank You ad in the newspaper after the Parade

### **SILVER SPONSOR - \$500**

- Website - Sponsor name with link on the Poway Parade website devoted to our special event one month prior till the end of the year
- Introduction - Sponsor will be mentioned by Parade Announcers located along Parade route
- Parade VIP Breakfast -Six (6) invitations to the VIP breakfast
- Grandstand Seating – Optimal viewing for six (6) in the Grandstand seating area
- Opportunity to include marketing piece in sponsorship goody bag
- Rotary Club luncheon attendance for (2)
- Complementary entry into the Parade
- Inclusion in Thank You ad in the newspaper after the Parade

### **BRONZE SPONSOR - \$250**

- Introduction - Sponsor will be mentioned by Parade Announcers located along Parade route
- Parade VIP Breakfast -Two (2) invitations to the VIP breakfast
- Grandstand Seating – Optimal viewing for two (2) in the Grandstand seating area
- Rotary Club luncheon attendance for (2)
- Inclusion in Thank You ad in the newspaper after the Parade

### **COPPER SPONSOR - \$100**

- Inclusion in Thank You ad in the newspaper after the Parade
- Strong sense of community pride and the gratitude of your friends and neighbors!



## SPONSOR INFORMATION PAGE

### Contact Information

Sponsoring Business:

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Contact Name:

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Business Address:

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Business Number: \_\_\_\_\_ Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email Address:

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### Sponsorship Marketing Levels (Check Level):

\_\_\_\_ Title (\$10,000)

\_\_\_\_ Platinum (\$2,500)

\_\_\_\_ Gold (\$1,000)

\_\_\_\_ Silver (\$500)

\_\_\_\_ Bronze (\$250)

\_\_\_\_ Copper (\$100)

### **Checks are payable to POWAY ROTARY FOUNDATION:**

**Poway Rotary Foundation**

**PO Box 184**

**Poway, CA 92074**

All proceeds benefit the many *local, national and international* service projects of the Rotary Club of Poway-Scripps and the Poway Rotary Foundation.

*For more information, visit [www.PowayRotaryParade.org](http://www.PowayRotaryParade.org)*