

ORGANIZED BY TERRY-DURIN COMPANY

WILL YOU BE
THE HERO OR
THE VILLIAN?



OR ARE
YOU A
MONSTER
AT HEART?



MONSTERS UNLEASHED HALLOWEEN PARADE

Terry-Durin Company is proud to announce the **5TH Annual Cedar Rapids Halloween Parade** located in the Cedar Rapids New Bo District. This year's events will be held on **Saturday October 21st, 2023**. With endorsements from the New Bo District, The Economic Alliance, and the City of Cedar Rapids we are ecstatic to get started on planning for this year's Halloween Parade. Last year on our 4th annual event, we increased to 18000 persons in attendance to previous year of 5000 with 80 floats. We have found this event to be a great team building experience for companies and also this event proved very effect in getting huge company exposure to the public. We had new and old companies promote themselves in the parade and we received phones calls that their exposure in the parade and with our sponsorship advertising was amazing.

We have come up with sponsorship levels that give our sponsors a bang for their buck with advertising exposure.

We cannot do it without you and could really use your help. Proceeds from the Parade will go to 2 fantastic non-profit organizations, Boys and Girls Club of the Corridor and the Mission of Hope. **The Boys and Girls Clubs of the Corridor serve 300 youth each day throughout the Marion, Cedar Rapids and Iowa City Corridor providing a safe place for all school age kids and teens. They also help provide a free hot meal each day to any child who attends the club. The Mission of Hope provides food, clothing and housing for people in need.** This is an excellent way to promote your company and proceeds go to a great cause. For more information to where you donation is going, check out their website www.bgccr.org and www.missionofhopecr.org . Please note we have limited sponsorship. If you would like more details or want to become involved, you are invited to our next Halloween meeting.

Please help us bring this community event to life and support 2 great charities!

Please see attached sponsorship levels and please email or call for questions 319-551-7283

Peter Durin

Vice President



409 7th Ave SE • Cedar Rapids, IA 52401

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CR NEWBO HALLOWEEN PARADE SPONSORSHIP AGREEMENT BETWEEN (SPONSOR NAME) AND TERRY-DURIN CO.

The CR NewBo Halloween Parade agrees to name (SPONSOR NAME) as one of the co-sponsors of the CR NewBo Halloween Parade on Saturday October 21st, 2023 in the NewBo District/Czech Village. The terms of this sponsorship include, but are not limited to the following:

Halloween Parade will have 3 levels of sponsors:

- Platinum (2) - \$1,500.00 – Recognized sponsor entails full media exposure online – billboard – radio – newspaper – T-shirt – parade poster – TV – guest judge – recognized sponsor for face painting
- Gold (4) - \$1,000.00 – Recognized sponsor entails the following – media coverage – billboard, newspaper, t-shirts, parade poster, online exposure, recognized sponsor for Inflatable Monsters for Kids
- Silver (10) - \$500.00 – Recognized sponsor entails the following – media exposure, newspaper, online – parade posters – all signage and T-shirts. Recognized sponsor for glow stuff

HALLOWEEN PARADE WILL:

- Ensure SPONSOR NAME is used in all controlled media exposure regarding the parade, including but not limited to promotion on radio and print
- Include SPONSOR NAME's logo in the Parade poster, media and online exposure
- Prominently display the SPONSOR NAME and log on signage at the parade, as well as the judge's stand
- Free float or entry to participate in parade
- Provide a chance for sponsorship renewal for Halloween Parade 2024

(SPONSOR NAME) AGREES TO:

- Pay the non-refundable fee on or before September 30th, 2023.

SPONSOR NAME – Representative

Halloween Parade Rep.

PROCEEDS GO TO BOYS AND GIRLS CLUB OF CEDAR RAPIDS AND MISSION OF HOPE .