



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 19TH, 2024 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, 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. 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 2025

(SPONSOR NAME) AGREES TO:

- Pay the non-refundable fee on or before September 30th, 2024.

SPONSOR NAME – Representative

Halloween Parade Rep.

PROCEEDS GO TO TANAGER PLACE AND EASTERN IOWA ARTS ACADEMY