



PLYMOUTH
MASSACHUSETTS

Thanksgiving Celebration™ 

www.usathanksgiving.com

The Weekend Before Thanksgiving **SPONSORSHIP OPPORTUNITIES**

Now is your opportunity to join us!

A few thoughts...

- **Exclusive Partnership with WCVB Channel 5 - Televised Event**
- Ranked 2nd Best Thanksgiving Parade after Macy's by AOL
- Ranked Top 20 International Festivals by Chicago Tribune
- #1 Thanksgiving Destination by Rand McNally
- 175,000 people are expected for attendance
- Partnership with GateHouse Media Newspapers
- 200 companies involved at various levels
- Alliances with Corporate Sponsors
- Multi Platform Media Sponsors
- Large Social Media Audiences

Custom Sponsorship and Participation Packages are available at all levels from exclusive naming rights to friend packages.

*The excitement is building...
join our celebration before it's too late.*

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SPONSOR LEVELS

EXCLUSIVE NAMING RIGHTS FOR THE GRAND PARADE OR PATRIOTIC CONCERT

\$30,000

- Street banner with logo or printed name along parade route
- 1/2 page advertisement in the program guide distributed through Gatehouse Media to 100,000 homes
- Logo inclusion on website with a web link
- Custom designed Parade Banner. Up to 10 representatives from organization can walk the parade with the banner
- Banner at Grand Parade or at Patriotic Concert
- VIP access for 30 people in Parade Hospitality Pavilion and Grandstand Seating
- Reserved seating for 30 people at the Friday Night Patriotic Concert

EXCLUSIVE NAMING RIGHTS TO THE HISTORIC WATERFRONT INCLUDING THE OPENING CEREMONIES TO THE GRAND PARADE

\$20,000

- 1/4 page advertisement in the program guide distributed through Gatehouse Media to 100,000 homes
- Logo inclusion on website with a web link
- Custom designed Parade Banner. Up to 5 representatives from organization can walk the parade with the banner

- Banner at Grandstand or at The Waterfront Pavilion
- VIP access for 20 people in Parade Hospitality Pavilion and Grandstand Seating
- Reserved seating for 20 people at the Friday night Patriotic Concert
- Street banner with logo or printed name along parade route

ANNUAL THEME FLOAT or SENIOR ALUMNI DRUM AND BUGLE CORP REUNION CONCERT

\$10,000

- 1/8 page advertisement in the program guide distributed through Gatehouse Media to 100,000 homes
- Logo inclusion on website with a web link
- Custom designed Parade Banner. Up to 10 representatives from the organization can walk the parade with the banner
- Street banner with logo or printed name along the parade route
- VIP access for 10 people in Parade Hospitality Pavilion and Grandstand Seating
- Reserved seating for 10 people at the Friday Night Patriotic Concert

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SPONSOR LEVELS

NAMING RIGHTS TO THE PREMIER FLOATS \$5,000

- Name listing in the Program Guide distributed through Gatehouse Media to 100,000 homes
- Logo inclusion on website with a web link
- Custom designed Parade Banner. Up to 5 representatives from the organization can walk the parade with the banner.
- Street banner with logo or printed name along the parade route
- VIP access for 5 people in Parade Hospitality Pavilion and Grandstand Seating

OLD FAVORITES FLOAT SPONSORSHIP \$2,500

- Old Favorites float sponsorship is first come first served, prior year sponsor has first right of refusal
- Custom designed Parade Banner. Up to 2 representatives from the organization can walk the parade with the banner.
- Name listing on the website with web link.
- Street banner with logo or printed name along the parade route
- VIP access for 2 people in Parade Hospitality Pavilion and Grandstand Seating

INDIVIDUAL ITEMS

- Advertisement in the Program Guide distributed through Gatehouse Media to 100,000 homes
- PROGRAM SPONSOR\$4000.00
- BACK FULL PAGE\$3000.00
- FULL PAGE.....\$2500
- 1/2 PAGE.....\$1500
- 1/4 PAGE.....\$900
- 1/8 PAGE.....\$540
- 10x10 outdoor vendor space \$800 (limited availability – first come first served)
- Website name and link \$500
- Friend \$150
- Name listing on the website and name listing in the Program guide that is distributed through Gatehouse Media to 100,000 homes.

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SPONSOR LEVELS

CRAFT BEER & WINE TENT

\$10,000

- Custom parade banner with logo
- Custom tent banner on the entrance with logo
- 10x10 space in the tent
- Logo and/or name listing in all marketing
- Logo on the Craft Beer and Wine page on the website
- Logo on the sponsor pages as a Principal Sponsor
- Logo in the Program Guide delivered to 100,000 homes through Gatehouse Media as a Principal Sponsor
- Logo inclusion on the Weekend Concert Programs
- 10 Invitations to the VIP event Friday night
- 10 VIP access to the Parade Hospitality Pavilion and Grandstand Seating

CHILDREN'S PAVILION

\$10,000

- Custom parade banner with logo
- Custom tent banner on the entrance with logo
- 10x10 space in the tent
- Logo and/or name listing in all marketing
- Logo on the Children's Pavilion page on the website
- Logo on the sponsor pages as a Principal Sponsor
- Logo in the Program Guide delivered to 100,000 homes through Gatehouse Media as a Principal Sponsor
- Logo inclusion on the Weekend Concert Programs
- 10 Invitations to the VIP event Friday night
- 10 VIP access to the Parade Hospitality Pavilion and Grandstand Seating



Tracy Sheehan Photography

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SPONSOR LEVELS

WAMPANOAG EDUCATIONAL PAVILION \$5,000

- Underwriting credit on all marketing material
- Banner at the Wampanoag Pavilion
- Logo inclusion on Wampanoag Pavilion webpage
- VIP access for 5 people in the Parade Hospitality Pavilion and Grandstand Seating

VIP RECEPTION \$5,000

- Underwriting credit on all marketing material
- Premier signage with logo at event
- Emcee recognition at reception
- VIP access for 5 people in the Parade Hospitality Pavilion and Grandstand Seating

FOOD TRUCK ALLEY \$5,000

- Underwriting credit on all marketing material
- Banner at the Food Truck Alley
- Logo inclusion on Food Truck webpage
- VIP access for 5 people in the Parade Hospitality Pavilion Grandstand Seating

PORTAL TO THE PAST \$5,000

Living History Village

- Underwriting credit on all marketing material
- Banner at the Portal Entrance
- Logo inclusion on Portal to the Past webpage
- Street Banner along parade route
- VIP access for 5 people in the Parade Hospitality Pavilion and Grandstand Seating



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