

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 Macys
- Ranked Top 20 International Festivals
- #1 Thanksgiving Destination by Rand McNally
- 175,000 people are expected for attendance
- Partnerships with national radio, newspaper and magazines
- 200 companies involved at various levels
- 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.



Visit www.usathanksgivingsponsors.com



10 Cordage Park Circle, Suite 230 • Plymouth, MA 02360 • 508.746.1818 • sponsorship@usathanksgiving.com

The Weekend Before Thanksgiving

SPONSOR LEVELS

EXCLUSIVE NAMING RIGHTS FOR THE GRAND PARADE OR PATRIOTIC CONCERT

\$50,000

-  1/2 page advertisement in the digital program guide distributed to thousands of viewers
-  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 VIP Reception and Patriotic Concert
-  60-Second Video Spot on AHTC Facebook page introducing the sponsor with link to sponsor website
-  Dedicated social media post introducing the sponsor with a photo and description, linked to sponsor website
-  Sponsor name included (and tagged) on all social media posts related to the specific item sponsored
-  Logo inclusion on the Friday and Saturday night programs, distributed at the events
-  Inclusion in final press release announcing parade sponsors, to be distributed internationally during the week leading up to the America's Hometown Thanksgiving Celebration

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

\$40,000

-  1/2 page advertisement in the digital program guide distributed to thousands of viewers
-  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 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 VIP Reception and Patriotic Concert
-  60-Second Video Spot on AHTC Facebook page introducing the sponsor with link to sponsor website
-  Dedicated social media post introducing the sponsor with a photo and description, linked to sponsor website
-  Sponsor name included (and tagged) on all social media posts related to the specific item sponsored
-  Logo inclusion on the Friday and Saturday night programs, distributed at the events
-  Inclusion in final press release announcing parade sponsors, to be distributed internationally during the week leading up to the America's Hometown Thanksgiving Celebration

Visit www.usathanksgivingsponsors.com



10 Cordage Park Circle, Suite 230 • Plymouth, MA 02360 • 508.746.1818 • sponsorship@usathanksgiving.com

The Weekend Before Thanksgiving

SPONSOR LEVELS

SENIOR ALUMNI DRUM AND BUGLE CORP REUNION CONCERT

\$15,000

- Logo in the digital program guide distributed to thousands of viewers
- 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
- Banner at the Saturday Alumni Drum and Bugle Reunion Concert
- VIP access for 10 people in Parade Hospitality Pavilion and Grandstand Seating
- Reserved seating for 10 people at the Senior Alumni Drum and Bugle Corp Reunion Concert
- 30-Second Video Spot on AHTC Facebook page introducing the sponsor with link to sponsor website
- Dedicated social media post introducing the sponsor with a photo and description, linked to sponsor website
- Logo inclusion on the Alumni Drum and Bugle Corp and Friday Night Concert Program
- Sponsor name included (and tagged) on all social media posts related to the specific item sponsored
- Reserved seating for 10 people in the Senior Alumni Drum and Bugle Corp Reunion concert
- 10X10 Space at Event
- Underwriting credit on all marketing material mentioning the Senior Alumni Drum and Bugle Corp Reunion concert

NAMING RIGHTS TO PREMIER FLOATS

\$10,000-\$30,000

DEPENDING ON FLOAT DESIGN AND EXPOSURE

- Logo in the digital program guide distributed through to thousands of viewers
- 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.
- VIP access for 10 people in Parade Hospitality Pavilion and Grandstand Seating
- Reserved seating for 10 people at the Friday night VIP Reception and Patriotic Concert
- Logo inclusion on the Alumni Drum and Bugle Corp and Friday Night Concert Program
- Dedicated social media post introducing the sponsor with a photo and description, linked to sponsor website
- Sponsor name included (and tagged) on all social media posts related to the specific item sponsored



Visit www.usathanksgivingsponsors.com










10 Cordage Park Circle, Suite 230 • Plymouth, MA 02360 • 508.746.1818 • sponsorship@usathanksgiving.com


The Weekend Before Thanksgiving **SPONSOR LEVELS**

OLD FAVORITES FLOAT SPONSORSHIP





\$5,000

-  Custom designed Parade Banner. Up to 5 representatives from the organization can walk the parade with the banner.
-  Logo in the digital program guide distributed through to thousands of viewers
-  Logo on the website with web link
-  VIP access for 5 people in Hospitality Pavilion and Grandstand Seating
-  Invitations for 5 people at the Friday Night Reception and Patriotic Concert
-  Dedicated social media post introducing the sponsor linked to sponsor website to the specific item sponsored
-  Sponsor name included (and tagged) on all social media posts related to the specific item sponsored

INDIVIDUAL ITEMS

-  Advertisement in the Digital Program Guide distributed to hundreds of thousands of viewers

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 corporate vendor space \$800 (limited availability)
-  Website name and link \$500
-  Friend \$150 - Name listing on the website and name listing in the Digital Program guide distributed to hundreds of thousands of viewers
-  Sponsor name included (and tagged) on all social media posts related to the specific item sponsored



Visit www.usathanksgivingsponsors.com












10 Cordage Park Circle, Suite 230 • Plymouth, MA 02360 • 508.746.1818 • sponsorship@usathanksgiving.com

The Weekend Before Thanksgiving

SPONSOR LEVELS

CRAFT BEER & WINE TENT

\$15,000

-  Custom parade banner with logo
-  Custom tent banner on the entrance with logo
-  10x10 space in the tent
-  Logo on the Craft Beer and Wine page on the website
-  Logo on the sponsor pages as a Principal Sponsor
-  Logo in the Digital Program Guide that is distributed to hundreds of thousand of viewers
-  Logo inclusion on the Alumni Drum and Bugle Corps and Friday Night Concert Program
-  10 invitations to the Friday night VIP Reception and Patriotic concert
-  10 VIP access to the Parade Hospitality Pavilion and Grandstand Seating
-  Dedicated social media post introducing the sponsor with a photo and description, linked to sponsor website
-  Sponsor name included (and tagged) on all social media posts related to the specific item sponsored
-  Underwriting credit on all marketing material mentioning The Craft Beer and Wine Tent

CHILDREN'S PAVILION

\$15,000

-  Custom parade banner with logo
-  Custom tent banner on the entrance with logo
-  10x10 space in the tent
-  Logo on the Children's Pavilion page on the website
-  Logo on the sponsor pages as a Principal Sponsor
-  Logo in the Digital Program Guide that is distributed to hundreds of thousand of viewers
-  Logo inclusion on the Alumni Drum and Bugle Corps and Friday Night Concert Program
-  10 invitations to the Friday night VIP Reception and Patriotic concert
-  10 VIP access to the Parade Hospitality Pavilion and Grandstand Seating
-  Dedicated social media post introducing the sponsor with a photo and description, linked to sponsor website
-  Sponsor name included (and tagged) on all social media posts related to the specific item sponsored
-  Underwriting credit on all marketing material mentioning The Children's Pavilion

Visit www.usathanksgivingsponsors.com



10 Cordage Park Circle, Suite 230 • Plymouth, MA 02360 • 508.746.1818 • sponsorship@usathanksgiving.com

The Weekend Before Thanksgiving

SPONSOR LEVELS

VIP RECEPTION \$5,000

- Logo in the Digital Program Guide that is distributed to hundreds of thousand of viewers
- Premier signage with logo at event
- Emcee recognition at reception
- Logo inclusion on the website with a web link
- VIP access for 5 people in the Parade Hospitality Pavilion and Grandstand Seating
- Dedicated social media post introducing the sponsor and linked to sponsor website to the specific item sponsored
- 10 invitations to the Friday night VIP Reception and Patriotic concert
- Logo inclusion on the Alumni Drum and Bugle Corps and Friday Night Concert Program
- Sponsor name included (and tagged) on all social media posts related to the specific item sponsored
- Underwriting credit on all marketing material regarding the reception

PORTAL TO THE PAST \$5,000

Living History Village

- Logo in the Digital Program Guide that is distributed to hundreds of thousand of viewers
- Banner at the Portal entrance
- Custom Designed Parade Banner
- Logo inclusion on Portal to the Past webpage
- Up to 5 representatives able to walk in the parade with the banner for visibility.
- Dedicated social media post introducing the sponsor and linked to sponsor website to the specific item sponsored
- VIP access for 5 people in the Parade Hospitality Pavilion and Grandstand Seating
- Logo inclusion on the Alumni Drum and Bugle Corps and Friday Night Concert Program
- Sponsor name included (and tagged) on all social media posts related to the specific item sponsored
- Underwriting credit on all marketing material regarding the reception

FOOD TRUCK ALLEY

\$5,000

- Logo in the Digital Program Guide that is distributed to hundreds of thousand of viewers
- Custom Designed Parade Banner
- Up to 5 Representatives to walk in the parade with the banner for visibility
- Logo inclusion on Food Truck webpage
- VIP access for 5 people in the Parade Hospitality Pavilion and Grandstand Seating
- Event Flag Banner at Food Truck
- 10 invitations to the Friday night VIP Reception and Patriotic concert
- Dedicated social media post introducing the sponsor and linked to sponsor website to the specific item sponsored
- Logo inclusion on the Alumni Drum and Bugle Corps and Friday Night Concert Program
- Sponsor name included (and tagged) on all social media posts related to the specific item sponsored
- Underwriting credit on all marketing material regarding the reception

DIGITAL MEDIA PROGRAM GUIDE

We are excited to announce the 2023 official program guide will be transitioning to a shareable digital flip book. In addition to our customary print audience, a robust multimedia campaign will drive an additional digital audience to our online program guide.

Viewer lists selected from surrounding states and demographic areas for targeted marketing.
"Digitally Distributed to Hundreds of Thousands of Viewers throughout New England"

- 250,000 targeted emails directed and linked to the guide.**
 Springfield MA/Holyoke MA DMA, Providence RI
 New Bedford MA DMA, Worcester MA County, Middlesex MA County,
 Essex MA County, New London CT County, Windham CT County.
- Paid Social Media Campaigns**
 Plymouth, Bristol, Norfolk MA Counties
- Website Retargeting Ads**
 Plymouth, Bristol, Norfolk MA Counties
- Geo Fencing at most popular surrounding events**
 Retargeting to our website, usathanksgiving.com
- Print campaign distributed through newspaper subscriptions with a QR code bringing them directly to the digital program.**

Ad Deadline: Monday, Oct. 16th

Full-page ad: \$2500

Half-page ad: \$1500

Quarter-page ad: \$900

1/8 page ad: \$540

DAILIES

Cape Cod Times*
 Fall River Herald News*
 Metrowest Daily News*
 Milford Daily News*
 New Bedford Standard Times*

Providence Journal*
 Taunton Daily Gazette*
 Telegram & Gazette*
 The Enterprise*
 The Patriot Ledger*

And countless city and town weeklies



Click to view
last year's
program guide

Visit www.usathankgivingsponsors.com

10 Cordage Park Circle, Suite 230 • Plymouth, MA 02360 • 508.746.1818 • sponsorship@usathanksgiving.com

