



## **MARINA DEL REY HOLIDAY BOAT PARADE 2011 SPONSORSHIP LEVELS**

The Marina del Rey Holiday Boat Parade is offering four exclusive sponsorship packages for 2011. Participating as a sponsor is the primary way to become involved with L.A.'s favorite water-based event.

### **PRESENTING SPONSOR - \$25,000**

The Presenting Sponsor is the major and most visible corporate sponsor of the event. Limited to one (1) organization.

For a cash donation of \$25,000, you will become the Presenting Sponsor which is positioned at the highest level of exposure at the Marina del Rey Holiday Boat Parade. To achieve the goal of guaranteeing valuable imaging and exposure for the Sponsor, Boat Parade organizers employ a marketing mix that includes, TV, Internet, print and on-site exposure. Our objective is to brand the Sponsor's name with the positive values and traditions of the Boat Parade. This level of partnership provides the Sponsor access and exposure to thousands of spectators at the Boat Parade.

- Direct link to the Official Boat Parade website, [mdrboatparade.org](http://mdrboatparade.org) (with thousands of visitors per month).
- Park announcer acknowledgement during Boat Parade broadcast.
- Twenty street banners with your company logo/name, which will be placed along Via Marina in Marina del Rey for six weeks.
- A private yacht provided to your company and its guests for one of the top Los Angeles events of the year (maximum 15 guests) and complimentary entry into the boat parade as a "corporate entry."
- An invitation to be a judge at the parade.
- Ten complimentary invitations to the VIP/Press Reception preceding the parade with a photo op for media outlets.

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- Banner locations at the VIP Boat Parade site with the Sponsor's logo.
- Waterside VIP viewing boat for 10 invited guests.
- Right to distribute and/or display promotional items before, during and after the event.
- Right to conduct advertising and cross-promotional opportunities for the event.
- Presenting Sponsor placement on Marina del Rey Holiday Boat Parade flyers and posters.
- Special sponsor acknowledgement in the Argonaut Newspaper's "Boat Parade Pullout Program" as well as pre-boat parade press releases/photos.
- Full page display ad in the Argonaut Newspaper's Boat Parade winners issue.
- In addition to the above, all arrangements for permits, security, parking and water shuttle service will be provided by Boat Parade organizers for employees, clients and guests of the Sponsor.

## **ADMIRAL SPONSOR - \$5,000**

For a cash donation of \$5,000, you will become an Admiral Sponsor and receive:

- Prominent placement on boat parade website (with link to your website).
- Park announcer acknowledgement during boat parade broadcast.
- Eight street banners with your company logo/name, which will be placed along Fiji Way, Admiralty Way or Via Marina in Marina del Rey for six weeks.
- An invitation to be a judge at the parade.
- Six complimentary invitations to the VIP/Press Reception preceding the parade with a photo op for print publications.
- Enjoy the parade from the VIP viewing boat.
- Right to distribute and/or display promotional items before, during and after the event.
- Right to conduct advertising and cross-promotional opportunities for the event.
- Admiral Sponsor placement on Marina del Rey Holiday Boat Parade flyers and posters.
- Special sponsor acknowledgement in the Argonaut Newspaper's "Boat Parade Pullout Program" as well as pre-boat parade press releases/photos.

**COMMODORE SPONSOR - \$2,500**

For a cash donation of \$2,500.00, you will become a Commodore Sponsor and receive:

- Prominent placement on boat parade website (with link to your website).
- Prominent placement on boat parade flyers and posters.
- Special sponsor acknowledgement in the Argonaut Newspaper's "Boat Parade Pullout Program" as well as pre-boat parade press releases/photos.
- Park announcer acknowledgement during boat parade broadcast.
- Four street banners with your company logo/name, which will be placed along Fiji Way, Admiralty Way or Via Marina in Marina del Rey for six weeks.
- An invitation to be a judge at the parade aboard a yacht.
- Four invitations to the VIP/Press Reception preceding the parade with photo op for print publications.
- Enjoy the parade from the VIP viewing boat.

**CAPTAIN SPONSOR  
(MARINA DEL REY STREET BANNER PROGRAM) - \$1,250**

For a cash donation of \$1,250.00, you will become a Captain Sponsor and receive:

- Prominent placement on boat parade website (with link to your website).
- Prominent placement on boat parade flyers and posters.
- Special sponsor acknowledgement in the Argonaut Newspaper's "Boat Parade Pullout Program" as well as pre-boat parade press releases/photos.
- Park announcer acknowledgement during boat parade broadcast.
- Two street banners with your company logo/name, which will be placed along Fiji Way, Admiralty Way or Via Marina in Marina del Rey for six weeks.
- Two complimentary invitations to the VIP/Press Reception preceding the parade with photo op for print publications.
- Enjoy the parade from the VIP viewing boat.

## **ADDITIONAL SPONSORSHIP OPPORTUNITIES**

- **First Mate:** \$500
- **Crew:** \$250
- **Friend of the Parade:** \$100

With these sponsorship levels, you will receive print and website acknowledgement.

## **SUPPLIER LEVEL (Food, Beverages)**

- Placement on boat parade website.
- Acknowledgement in the Argonaut Newspaper's "Boat Parade Pullout Program."
- Acknowledgment in newspaper print.
- Placement of signs at the VIP/Press Reception

## **POTENTIAL AUDIENCE FOR YOUR SPONSORSHIP**

- Name/brand recognition: General public in attendance the day of the event. Add daily, local media coverage and you could have an audience of over 10,000,000 people viewing your corporate logo.
- The media: The Marina del Rey Holiday Boat Parade enjoys a consistently high profile in the press, television and radio.

## **WHAT THE MARINA DEL REY HOLIDAY BOAT PARADE OFFERS YOU**

### **Marketing/Promotional Value**

- Different package for each level of participation – the more you spend, the more you get.
- Direct access to the upscale Westside market and heavily trafficked Marina tourist market.
- Name, logo and product recognition on all marketing and promotional materials including banners throughout Marina del Rey.

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### **Boat Parade**

- The Marina del Rey Holiday Boat Parade acts as your host for this blockbuster event.
- Opportunities to entertain clients and business partners.
- Employee incentives or rewards.
- Promotion of your products and services to a new audience.

### **Local Media Opportunities**

- High-profile media coverage, valued in excess of \$50,000 – For 2009, we generated eight press releases, two media alerts, weekly photos, etc. that resulted in numerous print articles with major support from The Argonaut Newspaper.
- If you're a top sponsor, participation in the boat parade garners a live and broadcast viewing audience of more than 10 million – the Parade received remote coverage from all of the Los Angeles metro broadcast stations, as well as cable coverage.

### **Branding Opportunities**

- The simplest form of publicity is to have your company name or logo at the Marina del Rey Holiday Boat Parade (e.g., boat banners, VIP reception banners, street banners).

Clearly any contributions are welcome and we are willing to discuss any way in which the Marina del Rey Holiday Boat Parade and outside groups can work together for mutual benefit, and for the good of the community.

Any one of the elements listed above should be worth the cost of sponsorship – you literally cannot get this kind of package for this market in any other way. If you're looking for a smart way to exercise your marketing dollars, achieve stronger ties with this high-income demographic, and want the value-adds of entertainment and community outreach, you should be a part of the Holiday Boat Parade.

To find out what the Holiday Boat Parade can do for your business, please contact our administrative office at: (310) 670-7130.