



HALLOWEEN PARADE VIENNA

2024 Halloween Parade Sponsor Opportunities

PARADE TITLE SPONSOR \$5000 (One Available)

- Receives a custom banner with Sponsor name and logo to carry in the front of the parade
- Recognized throughout all broadcasts of the parade and by the parade emcee
- Logo included on all flyers and posters
- Represented on the reviewing stand banner
- Represented by logo on VBA and Town websites and on the weekly VBA email
- Featured as first float or entry in 2024 parade

PREMIUM SPONSOR \$1500 (Two of Two Taken)

Navy Federal Credit Union and RTR Pilates

- Recognized throughout all broadcasts of the parade and by the parade emcee
- Logo included on all flyers and posters
- Represented on the reviewing stand banner
- Represented by logo on VBA and Town websites and on the weekly VBA email
- Featured in the first 5 floats in 2024 parade.

GOODIE BAG SPONSOR \$750 (Two of Two Taken)

United Bank and Priddy Chimney Solutions

- Company logo appears on all goodie bags
- Recognized by the parade emcee, on the parade banner and in publicity materials. Logo included on all flyers and posters
- Represented by logo on VBA and Town websites and on the weekly VBA email

HIGH SCHOOL MARCHING BAND SPONSOR \$500 (Two Available)

- Receives a custom banner with Sponsor and Band logos to carry in front of the band
- Recognized throughout all broadcasts of the parade and by the parade emcee
- Represented by logo on VBA and Town websites and on the weekly VBA email

REVIEWING STAND BANNER SPONSOR \$500 (Ten of Ten Available) –

- Recognized throughout all broadcasts of the parade and by the parade emcee
- Logo included on all flyers and posters

- Represented on the reviewing stand banner
- Represented by logo on VBA and Town websites and on the weekly VBA email

**ENTERTAINMENT SPONSOR \$ Depends on Cost, Pre-Approval required
(Unlimited)**

- Sponsors a mascot, float, or other attraction
- Recognized throughout all broadcasts of the parade and by the parade emcee
- Logo included on all flyers and posters
- Represented on the reviewing stand banner
- Represented by logo on VBA and Town websites and on the weekly VBA email

GOODIE BAG ITEMS - Donor Provided (1000/each)

- Include kid-friendly items in 1000 goodies bags

****We'd love to include special floats, local sports teams and mascots and more. If you are interested in sponsoring something specific such as the Washington Commanders Marching Band, Capitals Mascot Slap Shot, the Stanley Cup to name a few examples please contact us.**



HALLOWEEN PARADE VIENNA

Sponsor Information

Name _____ Title _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ Email _____

Website _____

Sponsor Level _____

Payments

___ Enclosed check for the full amount of \$ _____. Please make checks payable to "Town of Vienna"

___ Automatically charge my credit card in the amount of \$ _____

___ Visa ___ MasterCard ___ American Express

Card #: _____ Exp: _____ CVV: _____

Signed _____ Date _____

For more information please contact Lily Widman at 703-255-5738 or via email at lily.widman@viennava.gov.

Return contribution forms to:

Vienna Parks & Recreation, Sponsorship Program, 120 Cherry Street SE, Vienna, VA 22180