

23rd Annual

The Summerlin Council

PATRIOTIC PARADE



2017

Sponsorship Opportunities

For more information, call 702.341.5500 or Email summerlinpatrioticparade@summerlinCouncil.com



23rd Annual
The Summerlin Council
**PATRIOTIC
PARADE**

Tuesday, July 4, 2017
Las Vegas' Only Fourth of July Parade!

Event Facts

The Summerlin Council Patriotic Parade is the Las Vegas valley's largest and most popular Fourth of July parade, attracting more than **35,000** Southern Nevadans each year, including community VIPs and local dignitaries. The parade is free and open to the public and attracts families from throughout the valley, but attendees are predominantly from Summerlin and surrounding areas.

About Summerlin's Demographics

Summerlin is a 22,500-acre master-planned community and home to more than 100,000 residents who boast an average annual income in excess of \$135,000. Nearly 75-percent of adult residents have college degrees; 37-percent have attended graduate school. The average head of household age range is 35-44 years, and the majority of residents (33 percent) have children living at home. There isn't another master-planned community in Southern Nevada with stronger demographics than Summerlin, delivering an ideal, captive audience to promote your business.

Involvement Benefits

In addition to direct access to thousands of influential parade attendees, parade sponsors also garner significant media coverage. In 2016, more than 100 print and broadcast news stories promoted The Summerlin Council Patriotic Parade generating coverage with a total **PR value of nearly \$1.5 million** (see the media summary enclosed). Parade sponsorships also demonstrate community goodwill and corporate citizenship while creating great team building experiences.

About the Parade

- Date:** Tuesday, July 4, 2017
- Time:** 8:30 a.m.; Escort and Dignitary step-off
9:00 a.m.; Parade Main Body step-off
- Location:** The parade begins at the corner of Hillpointe Road and Hills Center Drive in Summerlin. Participants travel south toward Village Center Circle then west on Trailwood Drive. The parade ends at the corner of Trailwood Drive and Spring Gate Lane.
- Attendance:** More than 35,000
- Entries:** More than 70 entries including traditional floats, giant helium parade balloons, bands and musical groups, dignitaries and children's favorite storybook/cartoon characters
- Organizer:** The Summerlin Council, the non-profit arm of the Summerlin Community Master Association, which functions in the community similar to a municipal parks and recreation department
- Contact:** 702.341.5500 or email summerlinpatrioticparade@summerlincouncil.com

"I have watched this parade grow over the years and it has really become a signature event for our city and a fabulous expression of the patriotism we all feel. The parade is part of the fabric of Summerlin, a wonderful place to live and visit."

- Las Vegas Mayor,
Carolyn G. Goodman

"No Fourth of July celebration is complete without The Summerlin Council's Patriotic Parade as it's such a well-produced and attended community parade. We look forward to staying involved for years to come."

- Lori Nelson,
Vice President, Station Casinos

"I'm convinced there isn't a more spirited community event in Southern Nevada than The Summerlin Council Patriotic Parade."

- Robert Freymuller, CEO,
Summerlin Hospital Medical Center

"I have lived in Las Vegas for over 30 years and have seen this parade evolve and grow into a remarkable cultural event for our community! Here at Realty ONE Group, we have a COOLTURE (cool culture) that we are so proud of and the parade fits perfectly into who we are. Realty ONE is thrilled to be part of this year's parade and many more in the future. Great job to The Summerlin Council!"

- Wally Kowis, Corporate Broker,
Realty ONE Group

"We had a wonderful experience. The Summerlin Council Patriotic Parade provided us with excellent exposure and inclusion in an event that is a Southern Nevada tradition - and the sponsorship, overall, was seamless to execute."

- Anna Catlett, Marketing Director,
Southwest Medical Associates

"As a family-oriented attraction, the Springs Preserve has found participating in the Summerlin Fourth of July parade to be a perfect fit. With so many families in attendance, the parade gives us an opportunity to remind Summerlin residents—who are just a short drive away—that there is always something to see at the Springs Preserve. At the same time, we are helping to support a great community event."

- Bruno Bowles, Manager,
Las Vegas Springs Preserve

"Our customers and family members look forward to the parade every year and all gather in our patio as the parade marches by! It signifies community, family and unity in the Summerlin area and we are proud to sponsor The Summerlin Council Patriotic Parade."

- Myline Dahle, Marketing Manager,
Egg Works



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2017 Patriotic Parade Sponsorship Packages

It's the beating of the drums, the colorful floats, the swirling flags, the "oohs" and "aahs" of the crowd...it's The Summerlin Council Patriotic Parade! Join us as a sponsor of Las Vegas' only Fourth of July Parade. It's an ideal way to create high-impact exposure, team building opportunities, and community goodwill for your organization. Best of all, you're showing America you care!

Float Sponsorship: \$3,500

Sponsor a traditional parade float that offers a unique blend of sound, color, movement and size that is sure to fix your name in the minds of parade spectators. Best of all, we handle the logistics for you! Choose from an exciting variety of floats provided to you by The Summerlin Council.

Float Sponsors receive the following recognition package:

- Choice of one professionally decorated parade float featuring a theme, honored organization and/or performing group (Selections provided by The Summerlin Council.)
Custom add-on elements may be available, but will incur additional costs. Please call 702.341.5500 for more information.
- Your company logo prominently displayed on float or parade banner walked alongside entry throughout the event route
- Company logo displayed on the truck pulling sponsored float (Vehicle and driver provided by The Summerlin Council)
- Opportunity for employees/clients to walk alongside each parade entry as outwalkers and/or balloon handlers
- Recognition as a Parade Float Sponsor included in all press releases distributed to local media
- Complimentary half-page advertisement placed in one issue of *Summerlines*, the official newsletter of The Summerlin Council distributed directly to 28,500+ Summerlin residents (**\$792 value**)
- Corporate logo recognizing sponsorship placed in *Fanfare*, the official event program of The Summerlin Council Patriotic Parade
- Logo recognition as a Parade Float Sponsor in the July issue of *Summerlines* and on *Summerlink.com*, the official website of The Summerlin Council for Summerlin residents
- Logo recognition on the official parade promotional fan distributed to VIPs and other spectators at event
- 10 complimentary tickets to the VIP grandstands
- Announcement by hosts recognizing event sponsorship at the parade



"Star Wars: The Fourth Awakens" presented by (name of your organization)
 *Please see page 4 for more float selections

Float Sponsorship Selections



"AN ALL-STAR SALUTE TO THE MILITARY"
presented by (name of your organization)



"AVENGERS: AMERICA'S MIGHTY HEROES"
presented by (name of your organization)



"CAPTAIN JACK'S SWASHBUCKLING ADVENTURE"
presented by (name of your organization)



"FROZEN FUN"
presented by (name of your organization)



"ALADDIN'S MAGIC CARPET"
presented by (name of your organization)



"DREAM BIG WITH THE PRINCESSES"
presented by (name of your organization)



"HAPPY BIRTHDAY AMERICA"
presented by (name of your organization)



"MUSIC OF AMERICA"
presented by (name of your organization)

***New floats in 2017: "Moana's Ocean Journey" and "Curious George Takes Flight"**

Push-Float and Mini-Float Sponsorship: \$2,500

Share your organization's name and message with a parade float on wheels! This smaller version of a float is pushed through the parade route by representatives from your group or other volunteers dressed in coordinating attire. Choose from an exciting variety of push-floats provided to you by The Summerlin Council.

Push-Float Sponsors receive the following recognition package:

- Your company logo prominently displayed on float or parade banner walked alongside entry throughout the event route
- Complimentary quarter-page advertisement placed in *Summerlines* for one issue (*Summerlines* is the official newsletter of The Summerlin Council distributed directly to 27,500+ Summerlin residents) **(\$462 value)**
- Corporate logo recognizing sponsorship placed in *Fanfare*, the official event program of The Summerlin Council Patriotic Parade
- Logo recognition as a Push-Float or Mini-Float Sponsor in the July issue of *Summerlines* and on *Summerlink.com*, the official website of The Summerlin Council for Summerlin residents
- Logo recognition on official parade promotional fan distributed to VIPs and other spectators at event
- Announcement by hosts recognizing event sponsorship at the parade

PUSH-FLOATS



"THE GREATEST GENERATION"



"UP, UP & AWAY"



"HATS OFF TO AMERICA"



"CINDERELLA'S ROYAL CELEBRATION"



"OVER THE RAINBOW"

MINI-FLOATS



"THE GHOSTBUSTERS"



"WINNIE THE POOH"

“Giant Inflatables” Sponsor – Helium and Cold-Air: \$2,500 - \$3,500

Bigger really does mean better when it comes to the recognition, publicity and goodwill a giant balloon will generate for you. Sponsors may choose from a dynamic selection of giant helium balloons and cold-air inflatables on wheels. (Sponsorship fees range based on the size and licensing of the balloon.)

“Giant Inflatables” Sponsors receive the following recognition package:

- Your company logo prominently displayed on a parade banner walked alongside balloon throughout the event route
- Complimentary advertisement placed in *Summerlines* for one issue (*Summerlines* is the official newsletter of The Summerlin Council distributed directly to 27,500+ Summerlin residents)
 - Balloon Sponsorship of \$3,000 or more receives a complimentary half-page advertisement in *Summerlines* (**\$792 value**)
 - Balloon Sponsorship of \$2,500 receives a complimentary quarter-page advertisement in *Summerlines* (**\$462 value**)
- Corporate logo recognizing sponsorship placed in *Fanfare*, the official event program of The Summerlin Council Patriotic Parade
- Logo recognition as a “Giant Inflatables” Sponsor in the July issue of *Summerlines* and on *summerlink.com*, the official website of The Summerlin Council for Summerlin residents
- Logo recognition on official parade promotional fan distributed to VIPs and other spectators at event
- Opportunity for company/organization representatives to walk their balloon through the parade route
- Announcement by hosts recognizing event sponsorship at the parade



**“AMERICAN EAGLE”
- \$3,500**



**“UNDERSEA JUBILEE!”
- \$3,000
*Includes Calypso Band**



**“IT’S A TROLL-A-BRATION”
- \$2,500**



**“GRAND OLD FLAG”
- \$3,500**



**“STAR SPANGLED
DAY” - \$2,500**



**“START YOUR ENGINES”
- \$2,500**



**“BRACHIOSAURUS:
JURASSIC GIANT” - \$2,500**



**“HAPPY BIRTHDAY
AMERICA” - \$2,500**



Marching Band and Performing Group Sponsor: \$1,500 - \$2,250



Sponsor the participation of a marching band or specialty performing group in The Summerlin Council Patriotic Parade! Your organization will be prominently identified on a banner walked alongside the parade entertainers throughout the event route. In addition, each sponsor will receive a complimentary business card size advertisement in Summerlines to be placed in the issue of their choosing (**\$264 value**).

A variety of band and performing groups is available through The Summerlin Council.



Costumed Character Sponsor: \$1,250 - \$1,500

Wow the crowd with a fun and entertaining costumed character driven in a convertible or placed on a festive display with signage identifying your organization's name. In addition, each costumed character sponsor will receive a complimentary business card size advertisement in Summerlines to be placed in the issue of their choosing (**\$264 value**).

A variety of costumed character selections are available through The Summerlin Council.



**Sponsorship Commitment Deadline is Friday, May 5, 2017.
Call 702.341.5500 or Email summerlinpatrioticparade@summerlincouncil.com for more information.**



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2017 Partnership Commitment
**Detailed Event Sponsorship Agreement to Follow*

Sponsoring Organization _____
 Contact Person _____
 Address _____
 Zip Code _____
 Phone (Daytime) _____ (Evening) _____ Fax _____
 E-mail _____

Yes! I want to support The Summerlin Council Patriotic Parade at the following level of sponsorship. (A representative of The Summerlin Council will confirm your specific entry based on availability.)

- Float Sponsorship (\$3,500)**
- Push-Float and Mini-Float Sponsorship (\$2,500)**
- Giant Inflatables Sponsor (\$2,500 - \$3,500)**
- Marching Band and Performing Group Sponsor (\$1,500 - \$2,250)**
- Costumed Character Sponsor (\$1,250 - \$1,500)**
- "Friend of the Parade" (Make a donation where it is needed most. Donation Amount: _____)**

Please return this form to summerlinpatrioticparade@summerlincouncil.com or via fax at 702.256.1670.

Sponsor Signature _____ The Summerlin Council Signature _____
 Date _____ Date _____

Call 702.341.5500 for more information.
Thank you for supporting the 2017 Summerlin Council Patriotic Parade!

FOR OFFICE USE ONLY

Entry to be sponsored: _____
 Sponsorship Contract: Sent _____ Received _____ Payment received _____ Fee \$ _____
Date Date Date