

Cabarrus Events Association

90th Annual Concord Christmas Parade Sponsorship Levels

Presenting Sponsor	\$6000.00
Float at start of parade * Exclusive Parade Banner* Name and Logo on TV Stage* Verbal Recognition During TV Coverage* Logo on all Publications and Web page* 6 seats in VIP Viewing area* 3 reserved parking spaces	
Band Sponsor	\$5000.00
Verbal Recognition during TV Coverage* Logo on all Publications and Web page* 6 seats in VIP Viewing area* 2 reserved parking spaces	
Awards Sponsor	\$4000.00
Verbal Recognition during TV Coverage* Logo on all Publications and Web page* Name and Logo on Certificate presented to winners * 6 seats in VIP Viewing area* 2 reserved parking spaces (Awards include Band, School, Church, and Civic/Organization Floats)	
Judges Platform Sponsor	\$2000.00
Name and Logo at front and sides of judges platform* Verbal Recognition during TV Coverage* Logo on all Publications and Web page * 3 seats in VIP Viewing area* 1 reserved parking space	
Supporting (Alternate) Sponsorship	
Band Awards Sponsor	\$2500.00
Verbal Recognition during TV Coverage* Logo on all Publications and Web page* Name and Logo on Certificate presented to winners * 4 seats in VIP Viewing area* 1 reserved parking spaces (Band Awards are 1 st place (Gene Lentz Band Award of Excellence), 2 nd and 3 rd place winners.)	
Float Awards Sponsor	\$1750.00
Verbal Recognition during TV Coverage* Logo on all Publications and Web page* Name and Logo on Certificate presented to winners * 2 seats in VIP Viewing area* 1 reserved parking spaces (Float awards are 1 st , 2 nd , and 3 rd place for three categories (civic/organization, School, and church))	

Cabarrus Events Association will host a VIP tent for all Sponsors. This special viewing area will include seating, food, Drinks, access to port-a-jons and parking nearby. Sponsors will be able to hear the TV commentary as each entry passes in review from this location.

Cabarrus Events Association is sponsoring a \$1,000 Scholarship for Music or Arts to a lucky band member who participates in the 90th Annual Concord Christmas Parade. Each Band/School can nominate two entries from their band membership. Judging will be based on the recommendation of the bands, their directors and the schools they represent. The scholarship will be made payable directly to the college, university or school of the winners choice and will be presented to the winner at their school's awards day and the end of the 2018-19 school year.