

Cabarrus Events Association

93rd 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	\$6000.00
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 1st, 2nd, and 3rd 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.