



**Presented by
CHASE**

Sponsor Proposal 2009

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Executive Summary



27th Anniversary Edition Chesapeake Energy Parade of Lights Presented by CHASE

The Metroplex' Favorite Family Holiday Parade

DATES: November 27, 2009 (Friday after Thanksgiving)

TIMES: 2:00 – 8:00 PM (Parade begins at 6:00 PM)

ROUTE: Beginning at Belknap Street at Taylor Street, the parade makes its way east to Commerce Street, south to 6th Street, west on 6th Street, to Houston Street then returns via Weatherford.

FEATURES: 14 blocks, 100 parade entries, thousands and thousands of lights. And, of course, Santa Clause and the lighting of the Fort Worth Christmas Tree in Sundance Square! Holiday Fun Festival presented by XTO Energy begins at 2:00, and the showing of a holiday movie follows the lighting of the Fort Worth Christmas Tree in Sundance Square.

ACHIEVEMENTS: Known throughout Texas as a beautiful parade featuring the nighttime architecture of the City of Fort Worth, and allows families, friends and businesses to participate together. This year is our 27th Anniversary Celebration!

ATTENDANCE: 205,000.

PRESENTED BY: Downtown Fort Worth Initiatives, Inc., Fort Worth's downtown marketing arm. We make it happen downtown!

COST: FREE to the public to view. Street Seats (reserved seating) are available for purchase and resale by non-profit groups for a fundraiser, as well as to the general public.

ATTRACTIONS: A free gift to the community, the Chesapeake Energy Parade of Lights Presented by Chase is truly magical, with over 100 sparkling-themed entries parading through Fort Worth's historic downtown. The spirit of the season is evident-from the marching bands playing traditional favorites and horse-drawn carriages awash in glowing lights to the lighting of the city's tree and the much anticipated arrival of Santa Claus – a memorable holiday experience.

2008 SPONSORS: Chesapeake Energy, CHASE, XTO Energy, Sundance Square, Starbucks, Dallas Cowboys, AmeriCredit, Coors Light, Star-Telegram, Clear Channel Radio, Courtyard by Marriott/Blackstone Hotel

The Event



THE PARADE

A magical nighttime holiday parade illuminates the streets of downtown Fort Worth with thousands of dazzling lights and smiling faces. Holiday revelers of all ages line the spectacular one-mile parade route in historic downtown Fort Worth. Filled with over 100 sparkling themed entries including brilliantly colored floats, beautiful antique cars, giant balloons, marching bands, equestrian units, non-profit organizations, horse-drawn carriages and a cast of delightful Christmas characters, Fort Worth's favorite parade is an annual tradition.



SANTA CLAUS APPEARANCE

Nothing is more spellbinding than the appearance of Santa and his elves as they make their annual visit to Fort Worth. The sighting signals the start of the holiday season, set in a magical wonderland of color and lights. Santa then makes his way to the Fort Worth Christmas Tree for photos and visits with kids of all ages.

FORT WORTH CHRISTMAS TREE IN SUNDANCE SQUARE LIGHTING CEREMONY

Immediately following the parade, the ceremonial lighting of the Fort Worth Christmas Tree takes place on Main Street, in the heart of downtown in beautiful Sundance Square. This stunning, visual event brings a spectacular close to the night's festivities and officially marks the beginning of the holiday season.

- 2008 - Over 200,000 attendees (largest attendance ever for this parade in its 26 year history)
- 1.2 mile parade route through the streets of historic downtown Fort Worth.
- Live news coverage from three major television networks from parade staging area and parade route.
- Marketing and promotion valued at over \$200,000 from Clear Channel, the Star Telegram and NBC5
- Over 100 parade entries
- Over 345,000 lights illuminating downtown Fort Worth

Downtown Fort Worth Initiatives, Inc. is responsible for the production. Working with a professional event management firm as well as a volunteer Event Management Team and over 300 parade volunteers, planning takes place year-round to insure a successful, annual holiday event.

As a 501c (3) non-profit organization, DFWII seeks the support of corporate sponsors and partners to help maintain the quality of free events for the community. Funds are necessary to offset production costs-police barricades, volunteer recognition, advertising, float construction, etc.- and provide scholarships for other non-profit organizations wishing to participate in the magic of the Chesapeake Energy Parade of Lights Presented by Chase

Sponsorship Highlights



Marketing Highlights

The Parade of Lights is advertised through extensive radio, TV and print media locally, regionally and throughout the state. It is also promoted in state tourism guides, event publications as well as area magazines and newspapers.

Fourteen blocks of downtown Fort Worth, Texas come alive with thousands of dazzling lights, wonderful music and, most importantly, entire families during one of America's most beloved nighttime parades. During this event, and for a full month prior, we give you the opportunity to put your image – and your product – directly into the hands of hundreds of thousands of potential customers. We've found that creating an experience around your product really hits home. Depending on your level of sponsorship, your company may benefit from many of the following event-related promotions:

High visibility image around and within the route
Sampling or couponing opportunities
Reception with Mayor and City Council
Corporate viewing in reviewing stand

Use of event logo in product promotion
Retail/trade promotion
Special parking
Retail outlet cross promotions

Make an Impression

Depending upon your level of involvement, your advertising message will be seen during the parade's promotional period. We're targeting families and young people who are actively interested in Fort Worth – and that's about everyone. This targeted audience will see your message in a dynamic, unique and attentive environment that will help sell your product or service.

Print promotion
TV spots
Radio spots
Website

Costume character appearance
Flyers
Live radio remotes

Sponsor Options



TITLE SPONSOR

SOLD

The Title Sponsorship opportunity for the Parade of Light is available. Enjoy the highest level of visibility throughout the event, and be prominently recognized for supporting Fort Worth's annual holiday parade.

The Title Sponsor will be offered the highest level of visibility and exposure to the 200,000 patrons who attend the Chesapeake Energy Parade of Lights Presented by Chase annually, in addition to the more than 1.5 million households reached through the advertising and public relations effort.

Your company will be featured as "Company Name Parade of Lights Presented by Chase" in all marketing and promotion, and the legal name of the event will be changed to include your company name to insure its use in general promotional elements.

PRESENTING SPONSOR

One available - \$20,000

As the Presenting Sponsor of the Parade of Lights, your product name will be strongly associated with our marketing and promotional efforts.

Exclusive product association is granted at this cash sponsorship level, and your product or service will be mentioned in advertising as the "Presenting Sponsor."

Sponsors are also afforded the opportunity to include this "official" status in their own marketing and advertising efforts.

MAJOR FLOAT SPONSOR \$6,000 investment

Enjoy the experience of being the center of attention riding on one of the classiest floats entered in the parade. This is a great opportunity for corporate and employee recognition.

A professional float with company signage or brand will be produced for your company, maintaining the theme of the parade itself. We'll even put people on it for you, eliminating the need for you to recruit people to ride (optional).

REVIEWING STAND SPONSOR \$3,000 investment

View the illuminated holiday spectacular from the best seat in the house. Logo recognition and signage on one Parade of Lights Presented by Chase review stand. Frequent company name recognition and scripted service announcements from the Review Stand's announcer will be afforded to the participating company at the sponsored review stand.

SMALL FLOAT SPONSOR \$3,000 investment

A professional "mini-float" with company signage or brand will be produced for your company, maintaining the theme of the parade itself. We'll even put people on it for you, eliminating the need for you to recruit people to ride (optional). Perfect for mascots.

VOLUNTEER SPONSOR \$1,500 investment

300 volunteers are needed for this wonderful family parade, and financial support is critical to our volunteer program's success. Your investment helps us "feed and care for" our volunteers to make for a perfect holiday happening.

BAND/MUSICAL ACT SPONSOR \$1,000 investment

(per band – six bands). We need more music! Your investment at this level helps us provide stipends for participating bands. It's what makes our holidays festive and entertaining!

At a Glance Benefits



Benefit	Title Sponsor SOLD	Presenting Sponsor, one available	Major Float Sponsor, Full Band Sponsor, \$6,000	Official Reviewing Stand Sponsor - \$3,000	Small Float Sponsor - \$3,0,00	Volunteer Program Sponsor - \$1,500	Sampling Sponsor \$750
"Sponsor Name" Parade of...	Logo						
Float Provided	Design	Design	Design		Mini		
Television Spots to feature...	Logo	Logo	Logo				
Exclusivity	Yes	Yes	Yes				
Logo on Review Stand Banner	Logo	Logo	Logo	Logo			
Naming Rights for Element	Event	Logo	Logo	Logo			
Radio Spots to feature...	Name	Name	Name	Name			
Master of Ceremonies Announcements	Review Stands	Review Stands	Review Stands	Review Stands	Review Stands	Review Stands	Review Stands
Press Releases	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Print Promotion	Logo	Logo	Logo	Logo	Logo	Name	Name
Advertising Poster	Logo	Logo	Logo	Logo	Logo	Name	Name
Web Site Presence	Logo	Logo	Logo	Logo	Logo	Name	Name
Review Stand Seats	20	10	10	20	6	6	6
Sampling Booth at Strategic Location	Yes	Yes	No	No	No	No	Yes

Benefits Detail



The following is a list of benefits available to PARADE OF LIGHTS Sponsors; to see what level you will receive as a sponsor, consult the Benefits at a Glance page.

Advertising

❖ Radio

- Broad cross-section of paid and promotional radio support with CLEAR CHANNEL RADIO.

❖ Television/Cable Television

- News coverage

❖ Print

- Four 1/4-page ads in the Star-Telegram promoting the festival.

❖ Web Sites

- Listing on Official Parade of Lights web page, and links at certain levels of sponsorship.

❖ Press Releases

- Sponsor mention in press releases relating to your involvement.

Printed Material

❖ Flyer and Poster

- 1,000 count flyer distributed throughout Fort Worth area.

❖ Printed Ticket Stock

- 7,000 count tickets printed at home for street seat patrons.

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On Site Recognition

❖ Banners (depending upon level)

- At Reviewing Stands
- On Float
- At company booth

❖ Booth Space/Product Sales

- On-site booth space set aside for your product or service.
- Product sales along the parade route.

❖ Master of Ceremonies Announcements

- Recognition from Reviewing Stand MCs in between parade entries and during introductions.

Additional Benefits

❖ Exclusivity

- Your company may have exclusivity among competitors at certain levels of sponsorship.

❖ VIP Hospitality at the Reviewing Stands

- A chance for business-to-business networking in the Reviewing Stands with prime viewing location.



Media Detail



Key to the success of the \$150,000+ marketing program has been the involvement of our dedicated media sponsors, as well as our official sponsors. This involvement results in a high level of incremental media exposure for the event through cross-promotion. From a public relations standpoint, the promotional value is substantial.

The following media outlets provided promotional airtime and space in 2008:

Chesapeake Energy Parade of Lights Presented by Chase

Television	\$21,605
Radio	\$75,200
Newspaper (<i>Star-Telegram</i>)	\$12,600
Promotions	\$12,000
Internet	\$6,000



For More Information



For more information, please fill out the enclosed information and fax it back to us at (817) 335-3113, or simply email us and we'll respond right away:

Name: _____ Title: _____

Company Name: _____ Email: _____

Address: _____ City: _____ State: _____ Zip: _____

___ Yes, I am interested in participation at the _____ level. Please send a contract!

___ Yes, I would like further information about sponsorship opportunities with Fort Worth's Favorite Parade!

___ No, I am not interested at this time, but please contact me next year before _____(Date)

___ No, I cannot participate, but I will pass on this information to someone else who may be interested in this opportunity.

Thank you!

Sponsorship

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www.fortworthparadeoflights.org