



Monday, May 25, 2020

Sponsorship Opportunities

The 39th Annual City of Falls Church Memorial Day Parade and Festival will be held on Monday, May 25th. Each year, this highly anticipated Falls Church tradition grows larger and more successful. The City's Memorial Day celebration typically attracts a crowd of 10-15,000 people. In addition to a well attended festive parade, this event also features a Memorial Ceremony, 3K Fun Run, inflatables & live entertainment for a day packed full of family fun. This event has become a Falls Church tradition attracting people from across the DC Metropolitan area and takes place on City Hall Grounds.

Presenting Sponsor - \$10,000

- ◆ Exclusive presenting rights with company name incorporated into event name
Example: City of Falls Church Memorial Day Parade and Festival Presented by _____ (Company Name)
- ◆ Corporate size (20'x 10') tented area with tables and chairs in a prominent location
- ◆ Company banner displayed on main entertainment stage
- ◆ Company logo featured and linked (to website or social media) on official event website, www.fallschurchva.gov/MemorialDay
- ◆ Company name listed on promotional flyers
- ◆ Company name featured on official Facebook event listing and in event header graphic
- ◆ Company featured and linked (website or social media) as the Presenting Sponsor in one Focus, our Falls Church eNewsletter (distributed on Thursdays)
- ◆ Company name featured as Presenting Sponsor in event news release
- ◆ Name recognition during announcements
- ◆ Company tagged and featured in two posts each from City of Falls Church official accounts: Facebook, Twitter, Instagram
- ◆ Introduction and recognition by Parade Emcee on stage and opportunity to address attendees from stage
- ◆ Representation/participation in parade (if desired)

Sponsor - \$5,000

- ◆ Official designation as a Sponsor of the City of Falls Church Memorial Day Parade and Festival
- ◆ Corporate size (10'x 10') tented area with tables and chairs in a prominent location
- ◆ Company name listed on promotional flyers
- ◆ Company name linked (to website or social media) on official event website, www.fallschurchva.gov/MemorialDay
- ◆ Company tagged in one post each from City of Falls Church official accounts: Facebook, Twitter, Instagram
- ◆ Name recognition during announcements
- ◆ Representation/participation in parade (if desired)

Supporter - \$1,000

- ◆ Official designation as a Supporter of the Falls Memorial Day Parade and Festival
- ◆ Corporate size (10'x 10') area with tables and chairs in a prominent location
- ◆ Company name linked (to website or social media) on official event website, www.fallschurchva.gov/MemorialDay
- ◆ Company name listed on promotional flyers
- ◆ Representation/participation in parade (if desired)

Marching Band Sponsor - \$1,000

- ◆ Company banner carried in front of a marching band in the parade
- ◆ Recognition by parade emcee on main stage during the parade and trophy presentation
- ◆ Company name included with marching band in printed parade line up
- ◆ Company name linked (to website or social media) on official event website, www.fallschurchva.gov/MemorialDay

YES! We want to sponsor the 2020 Memorial Day Parade and Festival!

Interested in sponsoring other City of Falls Church Special Events? Please contact Scarlett Williams at (703)248-5199 or email sawilliams@fallschurchva.gov.

Organization: _____

Address: _____

Primary Contact: _____

Phone: _____ Email: _____

| Support Level | Fee |
|---------------------------|------------|
| ___ Presenting Sponsor | \$10,000 |
| ___ Sponsor | \$5,000 |
| ___ Supporter | \$1,000 |
| ___ Marching Band Sponsor | \$1,000 |

PAYMENT: (Due April 3, 2020) There is no guarantee for printed materials to have name and/or logo if turned in after due date.

___ Check (made payable to *City of Falls Church*)

___ Credit Card Name on Card: _____ Number: _____

Exp: _____ CVC code: _____ Zip Code: _____

SIGNATURE _____ DATE _____