



2022 City of Falls Church Memorial Day Parade and Festival Sponsorship Opportunities Monday, May 30, 2022

The 40th Annual City of Falls Church Memorial Day Parade and Festival will be held on Monday, May 30th. Each year, this highly anticipated Falls Church tradition grows larger and more successful. The City's Memorial Day celebration attracts a crowd of 10-15,000 people. In addition to a well attended festive parade, this event also features a Memorial Ceremony hosted by the Falls Church Veterans Council, a 3K Fun Run, vendors, inflatables & live entertainment making it a fun family filled day. 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 2022 Memorial Day Parade and Festival!

Interested in sponsoring other City of Falls Church Special Events? Please contact Scarlett Williams at sawilliams@fallschurchva.gov.

Organization: _____

Address: _____

Primary Contact: _____

Phone Number: _____ **Email:** _____

Website: _____

Attach Certificate of Insurance.

Support Level Fee

- ___ Presenting Sponsor \$10,000
- ___ Sponsor \$5,000
- ___ Supporter \$1,000
- ___ Marching Band Sponsor \$1,000

PAYMENT: Due March 25, 2022. 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 (A Recreation and Parks Department staff member will call for payment or you can pay on Web Trac after March 25. Login information will be provided.)

MAIL TO or DROP OFF: Falls Church Recreation and Parks Department, Attn: Special Events
223 Little Falls Street - Falls Church, VA 22046
OR Email to: sawilliams@fallschurchva.gov

SIGNATURE _____ DATE _____