



Laguna Niguel Holiday Parade
December 11, 2021
LagunaNiguelParade.com

Dear Community Business Partner,

The Laguna Niguel Holiday Parade, one of Southern California's largest and most spirited events, will be held on Saturday, December 11, 2021.

This year's theme "Together Again!" celebrates a return to the Holiday Parade and will allow for many fun and creative entries. The parade is expected to attract well over 10,000 spectators and over 3,000 participants including active and retired military members, youth groups, equestrian groups, car clubs, celebrities, floats and community organizations. The parade is taped and rebroadcast several times, which has the potential to reach over 100,000 people in Laguna Niguel and neighboring South Orange County cities.

We encourage you to take advantage of this opportunity to support your community through **sponsorship**. Sponsorship of the Holiday Parade will allow you to introduce your business to Orange County residents, as well as include you within this unique demographic. Enclosed is a Sponsorship Benefits list detailing the promotional exposure which will help you attract more Laguna Niguel/South Orange County customers while supporting the community. We are accepting sponsorship off all kinds including cash, in-kind/goods, and even volunteers.

Thank you for your anticipated support and we look forward to including you as a 2021 Laguna Niguel Holiday Parade Sponsor!

Sincerely,

Jim Taylor
Committee Chair
Laguna Niguel Holiday Parade

**Laguna Niguel Holiday Parade
2021 Sponsor Benefits**

Sponsorship may include cash or in-kind/goods, or a combination of both.

PLATINUM SPONSOR (\$5,000 +)

- Promotional giveaway items allowed at Information Booths - *Items subject to Parade committee rules/approval*
- Invitation to attend VIP Staging area at St. Timothy's Church (Sponsorship contact & guest)
- Entry in the Holiday Parade - *Entry is subject to Parade committee rules/approval*
- Company logo on Parade t-shirts worn by staff, volunteers and VIP's (500)
- Company logo on flyers
- Company logo on Parade Poster (300)
- Company logo to appear in full page ad in Coastal Current*
- Company logo in event program (3,000)
- Invitation to sit at VIP Viewing Tent (8 guests total)
- Company name acknowledged in City of Laguna Niguel Spring Recreation Brochure (mailed to 26,000 homes)
- Company name announced on parade rebroadcast*
- Company name announced along the route, during the parade.
- Company name listed on laguananiguelparade.com website.
- Sponsorship includes a Parade t-shirt, program, poster and ribbon

GOLD SPONSOR (\$2,500+)

- Entry in the Holiday Parade- *Entry is subject to Parade committee rules/approval*
- Company logo on Parade t-shirts worn by staff, volunteers and VIP's (500)
- Company logo on flyers
- Company logo on Parade poster (300)
- Company logo to appear in appear in full page ad in Coastal Current*
- Company logo in event program (3,000)
- Invitation to sit at VIP Viewing (4 guests total)
- Company name acknowledged in City of Laguna Niguel Spring Recreation Brochure (mailed to 26,000 homes)
- Company name announced on parade rebroadcast*
- Company name announced along the route, during the parade.
- Company name listed on laguananiguelparade.com website.

SILVER SPONSOR (\$1,000+)

- Company logo in event program (3,000)
- Invitation to sit at VIP Viewing (2 guests total)
- Company name acknowledged in City of Laguna Niguel Spring Brochure (mailed to 26,000 homes)
- Company name announced on parade rebroadcast*
- Company name announced along the route, during the parade
- Company name listed on laguananiguelparade.com website.

FRIEND SPONSOR (\$100-\$999)

- Company name listed in the event program
- Company name listed on laguananiguelparade.com website.

**Subject to approval/confirmation of benefit by vendor.*



Laguna Niguel Holiday Parade
 December 11, 2021
 LagunaNiguelParade.com
SPONSORSHIP AGREEMENT

PLEASE PRINT

Contact Name: _____ Title: _____

Name of Business: _____

Address: _____ City: _____ State: _____ ZIP: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

LEVEL	AMOUNT	CASH AMOUNT	IN-KIND SERVICES/GOODS <i>(List donation and amount)</i>	TOTAL CONTRIBUTION <i>(Cash plus In-Kind)</i>
Platinum	\$5,000+			
Gold	\$2,500-\$4,999			
Silver	\$1,000-\$2,499			
Friends	\$100-\$999			

Payment Method: Cash _____ Check _____

Agreement Terms

- Sponsor will provide the Parade Committee with the Sponsorship Agreement form, computer produced company logo (if applicable according to benefits chart) and cash/in-kind donation by deadline. Promotional opportunities are not guaranteed after the deadline.
- Sponsor must make arrangements to drop off in-kind goods, 5 days prior to the parade unless other arrangements are made at the time the Agreement is received.
- The Sponsor and the Parade Committee will jointly determine "in-kind" value.
- In-Kind sponsorship is defined as any goods or services that benefit the parade by lowering our costs to host the event. Special business promotional items will not be considered an in-kind sponsorship.
- In the event that the Parade or a Parade sponsorship benefit is cancelled for any reason, including a natural disaster, safety related concern or an issue out of the Parade Committee's control; sponsorship refunds will not be given. Every effort will be made by the Parade Committee to fulfill the agreed to benefits.
- The Laguna Niguel Parade Committee reserves the right to deny or cancel sponsorship benefits at any time if determined to be inappropriate for any reason.
- If the sponsorship level allows for a float/entry, the sponsor will agree to provide insurance naming the City of Laguna Niguel, its officers, agents and employees as additional insured. All entry rules will apply.
- Sponsor/Entry shall indemnify, protect, defend and hold harmless the City of Laguna Niguel, its officers, agents, employees and representatives from any suits, claims, actions, liability or damages that may arise from or is related to the sponsor's participation in the Holiday Parade.
- The City of Laguna Niguel and the Holiday Parade Committee may advertise or photograph your business for City of Laguna Niguel promotional purposes. Promotion may include flyers, video, programs, newspapers, magazines, YouTube, website, television, etc.

DEADLINE FOR SPONSORSHIP – October 1, 2021

I have read and understand the Sponsorship Agreement terms and the liability information.

Signature: _____ Date: _____

Mail Sponsorship Agreement with payment (Checks payable to the City of Laguna Niguel) to:

Laguna Niguel Holiday Parade

29751 Crown Valley Parkway, Laguna Niguel, California 92677

Fax: (949) 249-1115/Phone: (949) 425-5100

Email: cgelfer@cityoflagunaniguel.com

City of Laguna Niguel Tax ID #33-0220695