



## **SPONSOR INFORMATION PACKET**

**"CHRISTMAS AT THE MOVIES"**

Tuesday, November 28, 2023 • 6:30 PM • Downtown Enterprise



## THE EVENT

Once again, Downtown Enterprise will transform into a Christmas wonderland full of dazzling lights, festive holiday decorations, and thousands of cheerful faces at the Enterprise Christmas Parade. Last year the Enterprise Chamber of Commerce Christmas Parade Committee partnered with WTVY and their News Team, along with Telly Award-Winning production crew from Patriot Production Group to broadcast LIVE – and we are doing it again!

The Enterprise Christmas Parade is one of the most spectacular events of the season. Families from across the region gather to line the parade route in historic downtown Enterprise to welcome Santa Claus, admire the elaborately themed parade floats, marching bands, performances, and other Christmas characters. Last year's parade attendance was over 12,000 visitors!

## LIVE BROADCAST HIGHLIGHTS

The 2023 Enterprise Christmas Parade will Broadcast Live on WTVY over the air, and on social media, with ad sponsor insertion. Patriot Production Group will manage all aspects of the broadcast and sponsor insertion.

WTVY is the #1 local media organization in the area market and garners a viewer population of just under 1 MILLION potential viewers! They produce news, weather, and original content for the Wiregrass region of Alabama, Florida, and Georgia.

Patriot Production Group is an award-winning, full-service production team with the experience and expertise to help create and produce an unparalleled and immersive broadcast.

## SPONSOR HIGHLIGHTS

The Enterprise Christmas Parade is advertised through extensive and diversified media locally and regionally. As a Sponsor you will have the opportunity to advertise YOUR BRAND to tens of thousands of viewers, creating an magical experience around your company name that captures the spirit of the holiday season.

SPONSORSHIP PACKAGES are available in varying levels to include packages and individual units to provide opportunities for budgets of all sizes, but they are limited and will be filled in the order in which they are received. ACT FAST!

## QUICK DETAILS

### Time & Date:

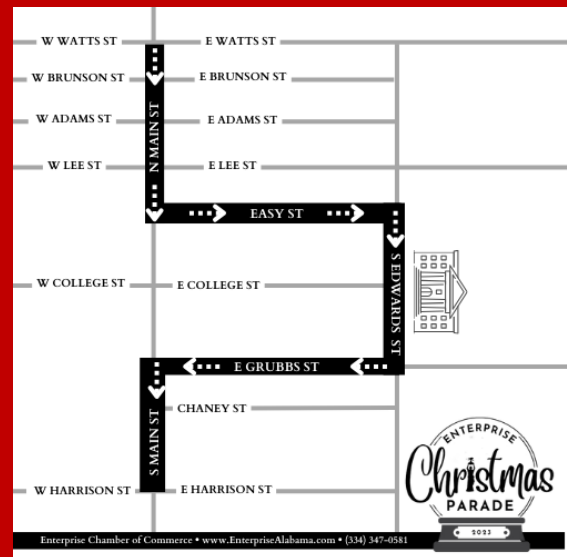
6:30 pm • Thursday, November 28, 2023

### Theme:

“Christmas at the Movies”

### Parade Route:

The parade will begin on N Main St and Watts St traveling towards the Boll Weevil Monument, then turn left onto Easy St, right onto S Edwards St, then right onto Grubbs St, and left again onto S Main St, concluding at Harrison St.



Parade Map

### Staging Areas:

The back fields behind the Grocery Outlet on N Main St (Watts St to N Rawls St) will be used for staging of all units, decorating, and disbanding of floats.

### Features:

Well-advertised downtown event, with 100 parade entries, an estimated 12K in-person spectators, and a live broadcast on WTVY with a potential viewership of up to 1 MILLION, plus a secondary live stream on the Enterprise Chamber of Commerce Facebook page. AND of course, the one and only Santa Claus!

### Questions?

Enterprise Chamber of Commerce

[www.EnterpriseAlabama.com](http://www.EnterpriseAlabama.com)

(334) 347-0581

## SPONSOR LEVELS

### **TITLE SPONSOR - \$5,000 (1 available)**

This sponsor will be named as the exclusive broadcast sponsor and will include the following:

- Name featured in event promotions (ex: Enterprise Christmas Parade presented by “YOUR NAME HERE”)
- Logo featured in **225** WTVY parade ads
- PRIMARY logo placement in all event advertising
- PRIMARY logo placement during all media transitions and commercial bumps
- 3 Commercial Spots throughout the broadcast (commercial to be provided by sponsor)
- Logo featured in all “Pre-Parade” digital advertising promoted by Chamber including social media (12K + followers) and e-newsletters (1,700+ subscribers)
- Logo and link featured on Enterprise Chamber of Commerce website
- Company recognition in all radio interviews and press releases executed by Chamber
- Participation in the parade as a sponsor (vehicle/float provided by sponsor)
- Reserved seating for up to 12 guests in VIP reserved seating in TV Zone
- Access to VIP Hospitality area for up to 12 guests
- 6 reserved vehicle parking spots in the Coffee County Courthouse parking lot

### **BROADCAST PARTNER SPONSOR - \$1,800 (2 available)**

This sponsor will be named as a broadcast partner and will include the following:

- Logo placement and recognition during sponsored commercial bumps
- 2 Commercial Spots during the broadcast (commercial to be provided by sponsor)
- Logo featured in all “Pre-Parade” digital advertising promoted by Chamber including social media and e-newsletters
- Logo featured on Enterprise Chamber of Commerce website
- Participation in the parade as a sponsor (vehicle/float provided by sponsor)
- Reserved seating for up to 6 guests in VIP reserved seating in TV Zone
- Access to VIP Hospitality area for up to 6 guests
- 3 reserved vehicle parking spots in the Coffee County Courthouse parking lot

### **BROADCAST LOGO SPONSOR (Lower Thirds) - \$400 - \$600 (3 available)**

These sponsors will be broken down into thirds and will be named as a broadcast logo sponsor.

Prices are based upon placement during broadcast and will include the following:

- 1<sup>st</sup> Half Hour of Broadcast - \$600
- 2<sup>nd</sup> Half Hour of Broadcast - \$500
- 3<sup>rd</sup> Half Hour of Broadcast - \$400

### **COMMERCIAL BREAK SPONSOR- \$350 - \$650 (25 available commercial spots)**

These sponsors will be broken down into specific commercial blocks (commercials to be provided by sponsor). Prices are based upon placement during broadcast and will include the following:

- Commercial Breaks 1 & 2 - \$650 per spot (total of 6 spots available)
- Commercial Breaks 3 & 4 - \$550 per spot (total of 6 spots available)
- Commercial Breaks 5 - 7 - \$450 per spot (total of 9 spots available)
- Commercial Break 8 - \$350 per spot (total of 4 spots available)

## SPONSOR LEVELS CONTINUED

### TRIVIA & WEATHER SPONSOR - \$600 (1 available)

This sponsor will be named as the trivia and weather sponsor. 3 on-screen and voiced trivia moments will be announced for viewer participation. Sponsor will receive the following:

- Logo placement in the on-screen graphic
- Sponsor name read in conjunction with each trivia question

### TV WIDE ZONE SPONSOR - \$200 (1 Available)

This sponsor will be named as the TV WIDE ZONE Sponsor and will include the following:

- Logo placement on screen 3 times during broadcast during commercial breaks

### FRIEND OF PARADE SPONSOR - \$50 donation

This sponsorship level is for anyone that would simply like to contribute to the success of the parade. These funds will support expenses associated with the parade outside of the broadcast and advertising. Sponsor names will be recognized on the event page of the Chamber website.

*\*See examples below, provided by Patriot Production Group, for visual explanation of logo placement options based on selected sponsorship levels.*

Lower 3<sup>rd</sup> graphic



Split Screen Logo with motion background



Overview shot sponsor



Weather, Trivia and Information



## ENTERPRISE CHRISTMAS PARADE • 2023 SPONSORSHIP APPLICATION

Please complete the information below and return this form to the Enterprise Chamber of Commerce no later than **November 3, 2023**. Sponsorship inventory will be fulfilled on a first come, first served basis.

COMPANY NAME: \_\_\_\_\_  
 PRIMARY CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_  
 EMAIL ADDRESS: \_\_\_\_\_  
 TELEPHONE NUMBER: \_\_\_\_\_ ALT #: \_\_\_\_\_  
 MAILING ADDRESS: \_\_\_\_\_  
 CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

Select	Sponsorship Level	Amount Due
	Title Sponsor	\$5,000
	Broadcast Partner Sponsor	\$1,800
<b>SOLD</b>	<b>Broadcast Logo Sponsor (1<sup>st</sup> half hour)</b>	<b>\$600</b>
	Broadcast Logo Sponsor (2 <sup>nd</sup> half hour)	\$500
	Broadcast Logo Sponsor (3 <sup>rd</sup> half hour)	\$400
	Commercial Break (1 <sup>st</sup> or 2 <sup>nd</sup> break)	\$650
	Commercial Break (3 <sup>rd</sup> or 4 <sup>th</sup> break)	\$550
	Commercial Break (5 <sup>th</sup> - 7 <sup>th</sup> break)	\$450
	Commercial Break (8 <sup>th</sup> break)	\$350
<b>SOLD</b>	<b>Trivia &amp; Weather</b>	<b>\$600</b>
	TV Wide Zone	\$200
	Friend of Parade	\$50

**Payment Type Enclosed:**

Cash  Check

**Additional Payment Options:**

**Invoice Me** ( available only for members of the Enterprise Chamber)

**By signing this application you acknowledge the following:**

*The information that I have provided is true and correct. I have authorization to execute this agreement on behalf of the company named above. Upon confirmation of the sponsorship level that I have selected, I agree to submit a quality high-resolution logo to the Enterprise Chamber for advertising (as it applies to sponsor level) I agree to pay the full amount due prior to receiving any advertising benefits.*

**Signature:** \_\_\_\_\_ **Date Signed:** \_\_\_\_\_

**Printed Name:** \_\_\_\_\_ **Title:** \_\_\_\_\_



Return Completed Application and Payment to:  
 Enterprise Chamber of Commerce, 553 Glover Ave, Enterprise, AL 36330 or email to  
[info@enterprisealabama.com](mailto:info@enterprisealabama.com) . For more information: (334) 347-0581

For Office Use Only	
Date Received:	Confirmed Sponsor Level: