



### Entry Level Sponsorships

Community Sponsorship - \$200 (64 Available)

- Logo or Recognition and link on parade website.
- Post parade party

Flag Sponsorship - \$50 (30 Available)

- Dedication placed on one of the flags along the Alameda.

Individual Sponsorship - \$25 (64 Available)

- Logo or Recognition and link on parade website.

The Rose, White, and Blue Parade is a much-beloved annual event in San Jose's Rose Garden-area neighborhoods along The Alameda, which has a rich history of parades, including the Carnival of Roses and the Fiesta De las Rosas. This year, we celebrate our 12th Anniversary, making this the longest running parade in the history of The Alameda.

The Rose, White and Blue Parade is a registered 501(c)(3) nonprofit organization and donations are tax deductible as allowed by law.



For more information email us at: [info@rwbsj.org](mailto:info@rwbsj.org) or visit our website at [www.rwbsj.org](http://www.rwbsj.org).



Rose, White and Blue Parade  
1100 Shasta Ave.  
San Jose, CA 95117  
(408 ) 471-7981



# Rose, White and Blue Parade

## 2019 Sponsorship Guide

*In order to fully deliver, Sponsorships must be received by April 30, 2019. Later submissions may require modifications in the agreement.*



## Sustaining and Corporate Sponsorships

### Platinum Sponsor - \$15,000 (1 Available)

- Primary- Above the Title - location on all 2019 banners, flyers and advertisements
- Cover ad in E Program (Est. 100,000 recipients)
- Full page article (written by corporation) in the e-program highlighting community involvement and contributions.
- A float with banners for use by 10-15 company representatives.
- Interview of designated representative/s on and plaque presentation on televised program.
- Logo and link on parade website.
- Breakfast for representatives in VIP staging area.
- 6 VIP Parking spaces and valet shuttle service.
- A booth at the post parade festival.
- Post parade party



### Gold Sponsor - \$10,000 (1 Available)

- Main Stage naming
- Full Page ad in E Program (Est. 100,000 recipients)
- 1/2 page article in E Program (written by corporation) in the e-program highlighting community involvement and contributions.
- Interview of designated representative/s on and plaque presentation on televised program. (Won local Emmy last year)
- Logo and link on parade website.
- Breakfast for representatives in VIP staging area.
- 4 VIP Parking spaces and valet shuttle service.
- Booth space at the post parade festival.
- Post parade party



### Silver Sponsor - \$5,000 (4 Available)

- Banner in front of a Marching Band or other entertainment that will read: "sponsored by . . ."
- Half Page ad in E Program (Est. 100,000 recipients)
- Logo and link on parade website.
- Logo on Banner in front of marching band or specialty unit.
- Breakfast for representatives in VIP staging area.
- 2 VIP Parking spaces and valet shuttle service.
- Booth space at the post parade festival.

### Bronze Sponsor - \$2,500 (8 Available)

- Logo or Recognition on 2019 sponsor banners and poster.
- 1/3 page ad in E Program (Est. 100,000 recipients)
- 1/4 page article in E Program (written by corporation) in the e-program highlighting community involvement and contributions.
- Logo and link on parade website.
- Breakfast for representatives in VIP staging area.
- 2 VIP Parking spaces and valet shuttle service.
- Post parade party

### Patriot Sponsor - \$1,200 (32 Available)

- Logo or Recognition on 2019 sponsor banners and poster.
- ¼ page ad in E Program (Est. 100,000 recipients)
- Logo or Recognition and link on parade website.
- Breakfast for representatives in VIP staging area.
- 1 VIP Parking spaces and valet shuttle service.
- A booth at the post parade festival
- Post parade party

### Freedom Sponsor - \$500 (32 Available)

- Logo or Recognition on 2019 sponsor banners and poster.
- Logo or Recognition and link on parade website.
- Breakfast for representatives in VIP staging area.
- 1 VIP Parking spaces and valet shuttle service.
- A booth at the post parade festival
- Post parade party