



Parade Sponsorship

The Monona Memorial Day Parade is recognized as a 501c3. Let me know if you need further documentation or an EIN.

____ MAJOR SPONSOR \$3,000.00 and up Promotion as a presenting sponsor

- Exclusive “Presenting Sponsor” recognition
- Advertising ~ Print and Radio
- Logo on Posters
- Mention in Press Releases
- Mentions on Cable broadcast
- Social Media Posts
- First Right of refusal following year
- Includes a parade entry – Parade Committee will provide a convertible for Company representatives or company Vets to ride in parade.

____ Bucky Sponsor \$2500.00

- Advertising ~ Print and Radio
- Logo on Posters tied to Bucky
- Social Media Posts
- Includes a parade entry tied to Bucky, Cheer, and Alumni Band
- First Right of Refusal following year

____ Anthem Sponsor \$1,800.00

- Advertising ~ Print and Radio
- Logo on Posters tied to Anthem
- Social Media Posts
- Includes a parade entry
- Recognition, verbal and banner at the singing
- First Right of refusal following year

____ Children’s Flag Sponsor \$1,600.00

- Advertising ~ Print and Radio
- Logo on Posters tied to Flags
- Social Media Posts
- Includes a parade entry
- Sponsor can provide company representation to hand out flags pre-parade.
- First Right of Refusal following year

____ Patroit Mimes \$950.00 (Playtime Productions actors)

- Advertising ~ Print and Radio
- Logo on Posters tied to Mimes
- Social Media Posts
- Includes a parade entry
- Mimes will wear buttons with Company logo
- First Right of Refusal following year.

Additional Sponsorships:

_____ **Red:** \$250.00 - \$950.00 Parade Entry, Recognition of sponsoring select paid acts when applicable, LOGO on Poster, Children’s flags to hand out at your business in May.

_____ **White:** \$100.00 - \$250.00 Parade Entry, Company name (text) on Poster, Children’s flags to hand out at your business in May.

_____ **Blue / Flags:** \$50 - \$100.00 Name listed on Poster in text.

_____ **Honor a Veteran:** \$75.00 VETERAN’S Name listed on Poster in text _____

***Companies who honor 3 or more Vets will also get their logo on materials.**

***Sponsor contract must be in by May 1st for POSTER TEXT or LOGO**

Sponsor Info:

Name as it is to appear in all Materials. _____

Please email logo to kelly@slackattack.com asap.

_____ Check here if you would like an invoice.

Contact: _____

Company Name: _____

Email Address: _____

Authorizing Signature: _____

***Payable to Monona Memorial Day Parade 5118 Winnequah Rd. Monona WI 53716**

PARADE DETAILS: Memorial Day Memorial Day

- **9 a.m. Assembly** for Entrants near Monona Grove High School 4400 Monona Drive
- Maps and numbers will be emailed the week prior to parade
- 9:30 Kids/Kindergarteners sing at high school then travel parade route with handouts
- 9:35 Memorial Service at high school
- 10:00 Parade to begin

Monona’s Annual Memorial Day parade is supported by the Monona East Side Business Alliance, the city of Monona, and local businesses. This parade features our nations veteran’s first and foremost with additional community groups, businesses, and entertainment acts. Traveling down the newly constructed Monona Drive from the Monona Grove high school to Owen Road, viewers can enjoy the event, approximately 2 hours.



Thank You for Supporting this Monona Tradition!

It is sponsors like you that make this parade possible and allow us to honor our veterans in this way.

Contact: Kelly Slack kelly@slackattack.com 608-239-7888