



**Kiwaniis**<sup>®</sup>

**CLUB OF AHWATUKEE**

*presents*

**42nd annual**

**Easter Parade  
& Spring Fling**

**2018**

# **Sponsorship and Advertising Opportunities**

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**[www.AhwatukeeEasterParade.com](http://www.AhwatukeeEasterParade.com)**

The Ahwatukee Easter Parade and Spring Fling is the largest fundraiser of the year for the Kiwanis Club of Ahwatukee, a Kiwanis International 501 C3 Non Profit that raises money for the children of Phoenix and the world.

**[www.AhwatukeeKiwaniis.org](http://www.AhwatukeeKiwaniis.org)**

# Easter Parade & Spring Fling



## Sponsorship Opportunities

We are seeking local commercial sponsorship for the 42nd Annual Easter Parade and Spring Fling.

We expect 2,500 participants and 7,000 spectators for Ahwatukee's largest community participation event. We get about 5,000 residents to visit the Spring Carnival/Craft Fair which will feature entertainment, carnival rides, games, and merchant booths which will include food and drink.

All sponsors will be recognized at the carnival and in public promotional materials.

100% of the proceeds from this event will benefit local children's programs and charities.

Quick Overview	Grand	Platinum	Gold	Silver	Bronze
Parade Float Entry	✓	✓	✓	✓	
Ad in Parade Booklet	<b>1 page</b>	<b>1/2 page</b>	<b>1/4 page</b>	<b>1/8 page</b>	<b>listing</b>
Continuous announcement during the Parade and Carnival	✓	✓	✓		
Space available for banner at the entrance to the carnival	✓				
Promotional material on-site and in goody bags	✓	✓	✓	✓	✓
Continuous recognition from the entertainment station	✓				
Vendor booth space	✓	✓	✓	✓	✓
Sponsor name on all event signage	✓				
Recognized in advertising and marketing material	✓	✓	✓	✓	✓
Please see reverse for full details	<b>\$5,000</b> <b>SOLD OUT</b>	<b>\$3,000</b>	<b>\$1000</b>	<b>\$500</b>	<b>\$400</b>

# Grand Sponsor \$5,000

SOLD OUT

- 1 Parade Float Entry & Official Easter Bunny Privileges
- 2 Full page ad in Parade Booklet
- 3 Continuous announcement during the Parade and Carnival
- 4 Space available for banner at the entrance to the carnival
- 5 Promotional material on-site and in goody bags
- 6 Continuous recognition from the entertainment station
- 7 Vendor booth space
- 8 Sponsor name on all event signage
- 9 Recognized in advertising and marketing material

## Platinum Sponsor \$3,000

- 1 Parade Float Entry
- 2 Half page ad in Parade Booklet
- 3 Continuous announcement during the Parade and Carnival
- 4 Promotional material on-site and in goody bags
- 5 Vendor booth space
- 6 Recognized in advertising and marketing material

## Gold Sponsor \$1000

- 1 Parade Float Entry
- 2 Quarter page ad in Parade Booklet
- 3 Continuous announcement during the Parade and Carnival
- 4 Promotional material on-site and in goody bags
- 5 Vendor booth space
- 6 Recognized in advertising and marketing material

## Silver Sponsor \$500

- 1 Parade Float Entry
- 2 1/8 page ad in Parade Booklet
- 3 Promotional material on-site and in goody bags
- 4 Vendor booth space
- 5 Recognized in advertising and marketing material

## Bronze Sponsor \$400

- 1 Promotional material on-site and in goody bags
- 2 Vendor booth space
- 3 Listing in Parade Booklet
- 4 Recognized in advertising and marketing material

# Easter Parade & Spring Fling



2018

## Advertising Opportunities

**Advertise in the promotional pamphlet that is passed out to Ahwatukee attendees at the annual Easter Parade and Spring Fling.**

Prices vary according to the size of the advertisement. Please see the back side to choose a size.

Graphics for the advertisement are not included. If you would like graphics done for your ad, there will be an additional \$75 fee.

Deadline for advertising is **March 20, 2018**. Please make sure payment is made and all graphics are sent by this date or we cannot guarantee your ad will be placed.

# There's a Size for Everyone

## For designers:

Please deliver your ads in the chosen size in CMYK (shades of gray); no bleeds needed

## If you want your ad designed:

Please send your logo, text and images (if any) in the best resolution you have

**Full Page**  
5 x 7.66 in  
**\$350**

**Half Page**  
5 x 3.75 in  
**\$200**

**1/4 Page**  
2.375 x 3.75 in  
**\$100**

**1/8 Page**  
2.375 x 1.75 in  
**\$50**