

## DR. MARTIN LUTHER KING, JR. PARADE

### Presenting Sponsorship

#### Exclusivity

Sponsor receives category exclusivity for its industry on-site and in all parade controlled references to the Dr. Martin Luther King, Jr. Parade.

#### Presenting Rights

Recognition as Presenting sponsor in all parade controlled references including television and radio PSAs, ads, website, program, reviewing stand emcees, press releases and signage. BOPA may have a maximum of two Presenting sponsors.

#### TV PSAs

Recognition as Presenting sponsor (both verbal and logo credit) in 50 to 100 (:30 & :10 second) PSAs promoting the parade on Fox 45 and The CW Baltimore. PSA commercial spots air daily beginning two weeks in advance of event and rotate throughout the day. PSAs produced by TV partner Fox 45 /CW Baltimore. Deadline: 3 weeks before parade.

#### Radio PSAs

Recognition as parade Presenting sponsor in radio PSAs produced by radio partner Radio One on their family of four stations – Magic 95.9, 92Q, Spirit 1400 and WOLB 1010. Deadline: 4 weeks before parade.

Radio PSA inventory for 2017 is as follows:

#### 92Q:

- Twenty (20):10 second live mentions.
- Thirty (30):60 sec. recorded promos starting.

#### Magic 95.9:

- Thirty (30):10 second live mentions.
- Thirty (30):60 sec. recorded promos starting.

#### Spirit 1400:

- Fifty (50): 60 second recorded promos.

#### WOLB 1010:

- Fifty (50): 60 second recorded promos.

#### Advertisements

Presenting sponsor credit within print and web ads (obtained through trade) to promote parade.

#### Press Releases

Recognition as Presenting sponsor of the parade in all press releases. Sponsor may also forward a quote (2-3 sentences) for inclusion within main press release.



## Parade Unit(s)

Sponsor has option to use a parade float during the event. Float will be decorated with MLK images and Sponsor branding. Sponsor may staff float with its own employees and/or offer a TBD # of slots to the public as part of an "enter to win" promo to ride in the parade. Note: nothing may be thrown or distributed from the float to the public. However, Sponsor reps may walk along side and distribute promo materials to the public.

Or, Sponsor has the option to enter two (2) of its own units within the parade (vehicles, balloons, marching or walking groups).

Or, Sponsor has the option to sponsor an existing parade unit (marching band, float, community organizations, etc.). Sponsor receives acknowledgement in association with that group by Reviewing Stand emcees, within the parade program and a banner carried in front of the parade unit.



## Coupons/Flyers

Sponsor reps may walk on parade route along side its parade unit(s) (vehicle, floats) to distribute coupons and/or promo items to spectators. Upon request (by Dec. 10), BOPA may be able to supply a limited number of volunteers to assist in this task.

Sponsor may also provide gifts or promo items for distribution to Reviewing Stand / Hospitality Tent guests, which includes city dignitaries, sponsors and corporate friends of BOPA. Approximate number of guests is 75 – 150.

## Parade Welcome

Sponsor rep may make the official parade welcome to the public at the parade step-off location to officially start the parade.



## Stage Promos

Sponsor rep may make two (2) live announcements from the Reviewing Stand (:30 seconds) promoting their products during gaps and lulls in the parade.

## Parade Emcee

Recognized as Presenting sponsor throughout parade by Reviewing Stand emcees over PA system.

## Exhibit Space

Option to use 10' x 30' of exhibit space along parade route for promotional purposes. Location will be near Reviewing Stand on MLK Blvd. at Franklin St. Sponsor responsible for its own exhibit.

Option to exhibit (10' x 10') at the **Baltimore Farmers' Market & Bazaar** on two (2) Sundays of choice (April – December).



## Signage

Sponsor receives signage credit as follows:

Reviewing Stand/Stage Banners - Sponsor will receive Presenting sponsor credit (name or logo) on three banners displayed on the Reviewing Stand stage (two side walls wings & center of roof). Final banner display depends upon stage used. Banners/signs provided by BOPA.

*Note: The elevated Reviewing Stand (with seating for approx 35) is at the intersection of MLK Blvd. & Franklin St. DJs from either 92Q or Magic 95.9 will serve as parade emcees and provide live commentary to parade attendees in the area over an amplified P.A. system.*

Banner Space on Crowd Control Barricades – Sponsor may provide 30 of its own banners to display on crowd control barricades on both sides of the street in the Reviewing Stand area. Sponsor banners are set-up and removed by BOPA. Appropriate dimensions TBA.

Parade Division Banners – Presenting sponsor credit on (name or logo) on three banners walked within parade in front of each parade division. Sponsor has the option to provide its own staff to walk banners along the route or request assistance from BOPA. Banners provided by BOPA.

## VIP Seating

Sponsor will receive twenty (20) VIP access passes to the Reviewing Stand / Hospitality Tent where emcees talk about each parade unit and entertain the crowds (over PA system).

Sponsor may use access passes for its guests and employees and offer them to customers (as part of an “enter to win” promotion).  
*Note: Heaters placed on Reviewing Stand & within Hospitality Tent.*

## Web Site

Presenting sponsor credit on the parade section of BOPA’s web site [www.promotionandarts.org](http://www.promotionandarts.org).

Web Ad - Sponsor provide an ad (200 x 200 pixels) parade section of BOPA’s web site. Ad posted from time of receipt through January 30.

Letter on MLK Parade Web Page - Sponsor may provide a letter for placement on the parade section of BOPA’s website detailing its support of the parade (3-4 paragraphs). Letter may include a link to its website and Sponsor photo.



## Social Media

Sponsor may provide copy for Facebook posts (up to two) and Tweets (up to three) for posting in the days leading up to and during the parade. BOPA reserves the right to edit copy. BOPA will include one of Sponsor's Facebook posts as a "featured post."

## BOPA Newsletter

Presenting sponsor credit (name) in the December and January issue of the BOPA E-Newsletter. Produced monthly, the newsletter announces upcoming events and art and cultural programs and reaches over 7,000+ individuals working within the private, public and not-for-profit sectors.

## E-Blasts

Presenting sponsor credit (logo or name) in BOPA e-blasts announcing the upcoming parade. E-blast distribution to 7,000+.



**Presenting Sponsorship Pricing: \$15,000**

## CONTACT:

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