



SPONSORSHIP OPPORTUNITIES

On Saturday, October 22, 2011, the Rowland Heights Parade Committee, led by the Rowland Heights Community Coordinating Council and the Rowland Heights Chinese Association, will stage the 39th Annual Buckboard Days Parade. This year's parade theme,

“Rowland Heights: the Best Community for Kids”,

will salute role models in our community who help to make Rowland Heights a wonderful place to work, live, and go to school. This outstanding community event will give everyone the chance to celebrate various youth groups, bands, equestrian units, floats, classic cars, and your business contributions to our community.

The parade will start at 9 a.m. on Nogales Street & Pathfinder Road, travel north on Nogales, go east on Colima, turn left on Banida Street and end at Rowland Heights Park for the Family Festival following the parade. These roads will be closed to traffic at approximately 7:00 a.m. and will not be re-opened until the parade has finished, approximately 11:00 A.M. If your business will be directly affected by the road closures, why not spend the time to celebrate with us?

Money donated by sponsors will be used to cover the cost of the parade, including trophies, publicity, insurance and other associated expenses, including, this year, parade programs. We recommend that program ads contain a coupon to be redeemed at your place of business.

The deadline for sponsorship is Friday, September 23rd

Please make checks payable to:

Buckboard Days Parade Committee
18351 Colima Road, #199
Rowland Heights, CA 91748

If you have any questions about sponsorship, please email <mailto:buckboardparade@hotmail.com>, or call Beth Hojnacke (562) 544-3828 or SueAnn Tai (626) 234-7686

2011 - 39th Annual
Rowland Heights
Buckboard Days Parade



The following sponsorship opportunities are being offered:

Event Sponsor - \$1,000

- Your company's name included in the following advertising:
 - **A large banner with your company name, carried in the parade**
 - A parade flyer distributed to Rowland elementary school students
 - Press release(s)
- Announced recognition of your business the day of the parade
- A permanent **premium sponsorship recognition memento** to display in your place of business
- Free entry in the Buckboard Days Parade (a separate Parade application form must be submitted)
- **Program - full page (additional premium placement available at additional cost)**

Diamond - \$500

- Your company's name included in the following advertising:
 - A parade flyer distributed to Rowland elementary school students
 - Press release(s)
- Announced recognition of your business the day of the parade
- A permanent **mid-range sponsorship memento** to display in your place of business
- Free entry in the Buckboard Days Parade (a separate Parade application form must be submitted)
- **Program - 1/2 page inside**

Platinum - \$250

- Your company's name included in the following advertising:
 - A parade flyer distributed to Rowland elementary school students
 - Press release(s)
- Announced recognition of your business the day of the parade
- A permanent **sponsorship memento** to display in your place of business
- Free entry in the Buckboard Days Parade (a separate Parade application form must be submitted)
- **Program - 1/4 page inside**

Gold - \$100

- Your company's name in a flyer distributed to Rowland elementary school students
- Announced recognition of your business the day of the parade
- A **mounted Buckboard Days Sponsorship Certificate** to display in your place of business
- Free entry in the Buckboard Days Parade (a separate Parade application form must be submitted)
- **Program - business card ad**

Silver - \$50

- Announced recognition of your business the day of the parade
- A mounted Buckboard Days Sponsorship Certificate to display in your place of business
- Free entry in the Buckboard Days Parade (a separate Parade application form must be submitted)
- **Program - your business listed as a sponsor**

Remember, only with your help, can we make the Buckboard Days Parade better than ever!