

# Platinum Sponsorship

Recognized as Parade's Corporate Grand Marshal with a welcome address to viewers and grandstand seating

First Division Parade Participation with the option to use your own car or float

An Invitation to our exclusive VIP Brunch on Parade Day

A booth at the Family and La Borinqueña Festivals and Banquet

Table for 10 at our Annual Banquet

Honorable acknowledgement as Banquet Sponsor and Scholarship Presenter

Company banner placement at all activities

Full Page Platinum Journal Ad

Invited as honored guest to all calendar events including City Council Reception at City Hall, press conferences, pageants, coronations, festivals and banquet

Recognition in all media:

- Visual - NBC, CBS, Channel 41 and 47, News 12, NY1, BronxNet
- Print - Daily News, Bronx Times, Bronx News, La Voz, Impacto Latin News
- Radio - La Mega, Caliente and WBLS
- Digital - Company logo on website with link to your homepage

ADVERTISING VALUE \$70,000

**\$20,000**

# Gold Sponsorship

Recognized as Parade's Corporate Sponsor with a welcome address to viewers and grandstand seating

Second Division Parade Participation

An Invitation to our exclusive VIP Brunch on Parade Day

A booth at the Family and La Borinqueña Festivals

An Honorable acknowledgement as Scholarship Sponsor at Banquet

Table for 10 at our annual Banquet

Full Page Platinum Journal Ad

Invited as Honored Guest to City Council Reception at City Hall, Pageants, Coronations and Family Festival

Recognition at Sponsored Events

ADVERTISING VALUE \$50,000

**\$15,000**

# Silver Sponsorship

Recognized as Parade's Godfather with a welcome address to viewers and grandstand seating

Third Division Parade Participation

An Invitation to our exclusive VIP Brunch on Parade Day

A booth at the Family Festival

Included in photo op at banquet.

Table for 10 at our annual Banquet

Full Page Platinum Journal Ad

Invited as Honored Guest to City Council Reception at City Hall

Recognition in Print Media

ADVERTISING VALUE \$30,000

**\$10,000**