



35th Annual  
**KINGDOM DAY PARADE**  
COMMEMORATING DR. KING'S 91ST BIRTHDAY

ORGANIZED BY:  
CONGRESS OF RACIAL EQUALITY (CORE-CA) CALIFORNIA-INTL  
KINGDOM DAY PARADE COMMITTEE  
ADRIAN DOVE, PRESIDENT & CEO

PARADE THEME: "EQUALITY FOR ALL HUMANITY - OUR NEXT STEP"

**MONDAY, JANUARY 20, 2020 10AM**



**MEDIA SPONSOR**



## 2020 SPONSORSHIP OPPORTUNITIES

### MLK JR. PRESENTING SPONSOR - LEVEL - \$100,000

#### Parade Recognition

- **Commercial spot on ABC 7 to run during Parade programming**
- Two (2) Prime Parade Positions with On-Air Coverage & Interview – (Float - Auto)
- Multiple On-Air Mentions as KDP Presenting Sponsor throughout program
- Sponsorship of (1) School Marching Band w/ Sponsor signage
- Eight (8) Display Banners (4' x 4') along Parade Route

#### Pre-Parade Breakfast Recognition

- (3) VIP Tables - (30) Guests - VIP Pre-Parade Breakfast
- Speaking Opportunity at VIP Pre-Parade Breakfast
- Full Page Color Ad in Parade Souvenir Journal (Cover Position)

#### Media and Advertising Outreach

- Premier Recognition during Parade & Breakfast
- Recognition as **Presenting Parade Sponsor** on all Media Outreach & Advertisements
- Your Company Logo with Event Title on all collateral materials, including:
  - Save the Date & Invitations
  - Pre-Event Street Banners
  - Opening Parade Banner
- Recognition in all Pre-Event Interviews via TV, Radio, Print.
- Recognition and Company Logo on Kingdom Day Parade website & Social Media Campaigns

### ROSA PARKS SPONSOR LEVEL - \$50,000

- (2) VIP Tables- (20) Guests - VIP Pre-Parade Breakfast
- Speaking Opportunity at VIP Breakfast
- On-Air Interview (Broadcast Booth) during Parade
- Full Page Inside-Back Cover Color Ad in Souvenir Journal
- (1) Complimentary Parade Participant Entry with Premiere Placement in Parade's 1st Division
- (1) H.S. Band or Float Sponsorship (Your Company provides the Banner/Signage for Unit to carry)
- (6) 4' x 4' Parade Route Display Banners in Premiere Location (Your Company provides artwork only)
- Your Company Logo on all collateral materials/media outreach and Recognition at the Breakfast and Parade

### JAMES FARMER SPONSOR LEVEL - \$20,000

- (1) VIP Table for (10) Guests at VIP Pre-Parade Breakfast
- Speaking Opportunity at VIP Breakfast
- Full Page Inside-Cover Color Ad in Souvenir Tribute Journal
- (1) Complimentary Parade Participant Entry with Premiere Placement in Parade's 1st Division
- (1) H.S. Band or Float Sponsorships (Your Company provides the Banner/Signage for Unit to carry)
- (4) 4' x 4' Parade Route Display Banners in Premiere Location (Your Company provides artwork only)
- Your Company Logo on all collateral materials/media outreach and Recognition at VIP Breakfast and Parade

### DRUM MAJOR FOR JUSTICE SPONSOR LEVEL - \$10,000

- (5) Tickets VIP Pre-Parade Breakfast
- Half Page Color Ad in Souvenir Tribute Journal
- (1) Complimentary Parade Participant Entry
- (1) H.S. Band or Float Sponsorship (Your Company provides the Banner/Signage for Unit to carry)
- (2) 4' x 4' Parade Route Display Banners (Your Company provides artwork only)
- Your Company Logo on all collateral materials/media outreach and Recognition at VIP Pre-Parade Breakfast

### BAND/MARCHING UNIT/FLOAT SPONSOR

- (2) Tickets VIP Pre-Parade Breakfast
- Qtr. Page Color Ad in Souvenir Tribute Journal
- (1) H.S. Band or Float Sponsorship (Your Company provides the Banner/Signage for Unit to carry)
- Company Logo on all collateral materials

**Note:** Rates for this Level Sponsorship are:

- **CORPORATE SPONSOR - \$5,000**  
(50 or greater employees or members)
- **COMMUNITY SPONSOR- \$2,500**  
(49 or fewer employees or members)

**ALL SPONSORS** receive prestigious exposure to over **75,000 spectators** and over **2.4 million combined viewers** via Television, Radio, Print and Web.



35th Annual  
**KINGDOM DAY PARADE**  
COMMEMORATING DR. KING'S 91ST BIRTHDAY

ORGANIZED BY:  
CONGRESS OF RACIAL EQUALITY (CORE-CA) CALIFORNIA-INTL  
KINGDOM DAY PARADE COMMITTEE  
ADRIAN DOVE, PRESIDENT & CEO

PARADE THEME: "EQUALITY FOR ALL HUMANITY - OUR NEXT STEP"

**MONDAY, JANUARY 20, 2020 10AM**



**MEDIA SPONSOR**



**PRESENTING SPONSOR**

## 2020 PARADE PARTICIPATION OPPORTUNITIES

### CORPORATE OR BUSINESS PARADE PARTICIPANT ENTRY

**\$5,000 - (50) or greater employees or members**

**\$2,500 - (49) or fewer employees or members**

- Rates are per 30-foot Unit Space

- If you wish to secure a space in the parade, please complete in its entirety, our 2020 KD Parade Application attached or provided [online](#).

- Note: Arrangements for Float Manufacturing and/or Construction are independent from CORE-CA. See below a listing of Float Companies.

### PARADE ROUTE DISPLAY BANNERS

- (2) 4' x 6' Display Banners which includes printing and placement of banners are priced as follows:
  - **PREMIERE PLACEMENT - \$2,500**
  - **SPECTATOR PLACEMENT - \$1,000**

**Note:** Artwork to be provided by your Company in the following format (300 dpi, JPG, PDF or TIF).

## LIST OF FLOAT COMPANIES

NOTE: This list provided for your convenience only. We do not "endorse" or "recommend" one company over another.

### AES – Artistic Entertainment Services

- Contact: Craig Bugajski
- 120 N. Aspan Avenue, Azusa, CA 91702
- Ph: 626.334.9388 – Fax: 626.969.8595
- [www.AEScreative.com](http://www.AEScreative.com) | [www.aesdecoration.com](http://www.aesdecoration.com)

### Green Float Company

- Contact: Wendy Hart
- 5300 Beach Blvd., #110-509, Buena Park, CA 90621
- Ph: 714.525.9494 – 714.448.0253 | Email: [Wendy@greenfloatcompany.com](mailto:Wendy@greenfloatcompany.com)
- [www.greenfloatcompany.com](http://www.greenfloatcompany.com)

### Fiesta Parade Floats

- Tim Estes – President
- 16016 Avenida Padilla, Suite B, Irwindale, CA 91702
- Ph: 626.610.0974 – Fax: 626.610.0978
- Email: [tim@fiestaparadefloats.com](mailto:tim@fiestaparadefloats.com) - [info@fiestaparadefloats.com](mailto:info@fiestaparadefloats.com)
- [www.fiestaparadefloats.com](http://www.fiestaparadefloats.com)

### Phoenix Decorating Company

- Contact: Chris Lofthouse, Pres. & CEO
- 5400 Irwindale Ave., Irwindale, CA 91706
- Ph: 626.793.3174
- [www.phoenixdeco.com](http://www.phoenixdeco.com)

### Paradiso Parade Floats

- Contact: Charles Meier, Creative Director
- 16016 Avenida Padilla, Unit A, Irwindale, CA 91702
- Ph: 626.864.3199 - Email: [cmeier@paradisoparadefloats.com](mailto:cmeier@paradisoparadefloats.com)
- [www.paradisoparadefloats.com](http://www.paradisoparadefloats.com)

### Walt Evans Decorators, Inc.

- 8812 N. County Road – 225 W, Brazil, IN 47834
- Ph: 888.446.7621 | Fax:
- [www.Paradisefloatstuff.com](http://www.Paradisefloatstuff.com)

## SOUVENIR TRIBUTE JOURNAL

Journal will be distributed at the VIP Pre-Parade Breakfast and to all Parade Sponsors and Participants. Reserve your space now.

### COLOR ADS:

**Full Page** (7" w x 10" h) **\$4,000**  
(Full Page with bleeds allowed: 8.75" x 11.25")  
**Half Page** (7" w x 5" h) **\$2,250**  
**Quarter Page** (3.5" w x 5" h) **\$1,250**

### AD SPECS:

**Format:** JPG or PDF @ 300 dpi  
**Deadline:** **December 30, 2019**  
**Email to:** [Sabra@Kingdomdayparade.org](mailto:Sabra@Kingdomdayparade.org)



35th Annual  
**KINGDOM DAY PARADE**  
 COMMEMORATING DR. KING'S 91ST BIRTHDAY

ORGANIZED BY:  
 CONGRESS OF RACIAL EQUALITY (CORE-CA) CALIFORNIA-INTL  
 KINGDOM DAY PARADE COMMITTEE  
 ADRIAN DOVE, PRESIDENT & CEO

PARADE THEME: "EQUALITY FOR ALL HUMANITY - OUR NEXT STEP"

**MONDAY, JANUARY 20, 2020 10AM**



**MEDIA SPONSOR**



## 2020 REGISTRATION FORM

Name of Company \_\_\_\_\_  
 Contact Person \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_  
 Email \_\_\_\_\_

**Please select your level of participation:**

**Sponsorship**

- MLK JR. PRESENTING SPONSOR LEVEL \$100,000
  - ROSA PARKS SPONSOR LEVEL \$50,000
  - JAMES FARMER SPONSOR LEVEL \$20,000
  - DRUM MAJOR SPONSOR LEVEL \$10,000
- BAND/MARCHING UNIT/FLOAT SPONSOR
- CORPORATE - (50+) employees or members \$5,000
  - COMMUNITY - (49) or fewer employees/members \$2,500

**Parade Participation Only**

- PARADE ENTRY ONLY – (Per 30' Unit Space)
- (50) or greater employees or members \$5,000
  - (49) or fewer employees or members \$2,500

PARADE ROUTE DISPLAY BANNER

- PREMIERE PLACEMENT \$2,500
- SPECTATOR PLACEMENT \$1,000

**Souvenir VIP Program**

- FULL PAGE COLOR AD (7"w x 10"h) \$4,000
- HALF PAGE COLOR AD (7"w x 5"h) \$2,250
- QUARTER PAGE COLOR AD (3.5"w x 5"h) \$1,250

Unfortunately, we cannot participate this year; however, please accept our contribution in the amount of: \$ \_\_\_\_\_

**TOTAL ENCLOSED** \$ \_\_\_\_\_

**Please select type of Parade Entry:**

- BAND
- FLOAT
- AUTO
- MARCHING UNIT

**If Sponsoring a Parade Entry, please indicate type:**

- BAND
- FLOAT
- AUTO
- MARCHING UNIT

**Make check payable to: CORE-CA and mail to:**

**CORE-CA 2015 Kingdom Day Parade Committee**

6230 Wilshire Blvd., Suite 500-A

Los Angeles, CA 90048

Tax ID #95-4154057

**For additional information, please contact,**

Adrian Dove, President & CEO, at 323.934.3683 or

[Adrian.Dove@gmail.com](mailto:Adrian.Dove@gmail.com), or

Sabra Waddy, Parade Administrator, at 844.454.6432 x 1 or

[Sabra@kingdomdayparade.org](mailto:Sabra@kingdomdayparade.org).

**Online Payments accepted at:**

**www.KINGDOMDAYPARADE.org**