

37th Annual

KINGDOM DAY PARADE

MONDAY JUNE 20, 2022 - 11AM - LIVE

"Americas Biggest Birthday Celebration of Dr. Martin Luther King"

PARADE THEME: "HEALING AMERICA"

CORE - KINGDOM DAY PARADE ORGANIZATION

ADRIAN DOVE, CHAIRMAN
ORGANIZING SPONSORS



2022 SPONSORSHIP OPPORTUNITIES

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

Parade Recognition

- Opening & Closing Billboards identifying your org as the **Official KDP Presenting Sponsor**
- **(2) 30 sec. Commercial Spots on ABC 7 to air during Parade programming**
- **(1) On-Air Interview (in ABC7 Broadcast Booth)** with Designated Company Executive/Representative.
- **Two (2) Prime Parade Positions w/On-Air Coverage during Parade. (Float/Auto)**
- Eight (8) Stationary Parade Display Banners along Parade Route. (4) w/in Camera Range.

Pre-Parade Breakfast Recognition

- (3) VIP Tables - (30) Guests - VIP Pre-Parade Breakfast
- Speaking Opportunity on Program

Media and Advertising Outreach

- Full Page Color Ad in Parade Souvenir Journal – (Cover Position)
- Premier Recognition during Parade & Breakfast
- Recognition as **Official KDP Presenting Sponsor** on all Media Outreach & Advertisements
- Your Company Logo with Event Title on all collateral materials, including:
 - Save the Date & Invitations
 - Pre-Event Street Billboards
 - KDP website
- 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 - \$75,000

- (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' Stationary 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 - \$35,000

- (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' Stationary Parade Route Display Banners in Premiere Location (Your Company provides artwork only)
- Your Company Logo on all collateral promotional materials & media outreach.

DRUM MAJOR FOR JUSTICE SPONSOR LEVEL - \$15,000

- (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' Stationary 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

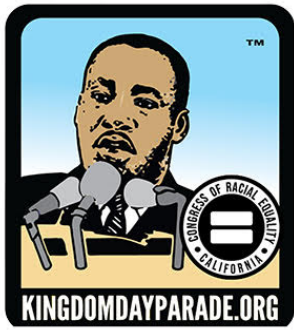
BAND/MARCHING UNIT/FLOAT SPONSOR

- (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.



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2022 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 2022 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 | www.aesdecoration.com

Phoenix Decorating Company

- Contact: Chris Lofthouse, Pres. & CEO
- 835 So. Raymond Avenue, Pasadena, CA 91105
- Ph: 626.793.3174
- www.phoenixdeco.com

Green Float Company – CONSULTING ONLY – FLOAT DECOR

- Contact: Wendy Hart
- 5300 Beach Blvd., #110-509, Buena Park, CA 90621
- Ph: 714.525.0494 – 714.448.0253 | Email: Wendy@greenfloatcompany.com
- www.greenfloatcompany.com

Paradiso Parade Floats – TEMPORARILY CLOSED

- Contact: Charles Meier, Creative Director
- 16016 Avenida Padilla, Unit A, Irwindale, CA 91702
- Ph: 626.864.3199 - Email: cmeier@paradisoparadefloats.com
- www.paradisoparadefloats.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 - info@fiestaparadefloats.com
- www.fiestaparadefloats.com

Walt Evans Float Supplies & Decorators, Inc.

- 8812 N. County Road – 225 W, Brazil, IN 47834
- Ph: 888.446.7621 | Fax:
- www.Paradisefloatstuff.com

SOUVENIR TRIBUTE JOURNAL

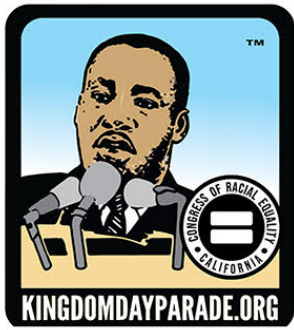
Journal will be distributed at the VIP Pre-Parade Breakfast and to all Parade Sponsors and Participants. Reserve your space now.

COLOR ADS:

- Full Page** (7" w x 10" h) **\$5,000**
(Full Page with bleeds allowed: 8.75" x 11.25")
- Half Page** (7" w x 5" h) **\$2,750**
- Quarter Page** (3.5" w x 5" h) **\$1,450**

AD SPECS:

- Format:** JPG or PDF @ 300 dpi
- Deadline:** **December 30, 2021**
- Email to:** Sabra@Kingdomdayparade.org



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2022 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 \$75,000
- JAMES FARMER SPONSOR LEVEL \$35,000
- DRUM MAJOR SPONSOR LEVEL \$15,000
- 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) \$5,000
- HALF PAGE COLOR AD (7" w x 5" h) \$2,750
- QUARTER PAGE COLOR AD (3.5" w x 5" h) \$1,375

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, or

Sabra Waddy, Parade Administrator, at 844.454.6432 x 1 or

Sabra@kingdomdayparade.org.

Online Payments accepted at:

www.KINGDOMDAYPARADE.org