



## **The Town of Mashpee & the Mashpee Chamber of Commerce Proudly Present**

### **Mashpee's Season of Illumination 2017**

The Town of Mashpee and the Mashpee Chamber of Commerce are proud to present the spectacular lights display at the Mashpee Rotary and the Mashpee Chamber's night-time illuminated Christmas Parade which are both holiday traditions the entire family can enjoy. Every year, people travel from all over to view the rotary lights and experience the parade.

The rotary lights are turned on the day after Thanksgiving at the Mashpee Commons with special festivities including carolers and the arrival of Santa Claus, and stay on until New Year's Day.

The Mashpee Chamber Christmas Parade is scheduled for Saturday, December 9<sup>th</sup> and this year's theme is "Mashpee Celebrates Under the Stars!" This unique, night-time event is where every float is brilliantly illuminated in the spirit of the season. Award winning bands dazzle the crowds with festive music, holiday garb, and of course more lights! The bands compliment local talent and organizations who participate each year. The parade kicks-off at 5:30 p.m. at Deer Crossing, aka "Reindeer Crossing", travels through South Cape Village, and culminates at Mashpee Commons.

Parade day festivities start at 9 a.m. with Breakfast with Mrs. Claus at Soprano's Ristorante followed by the annual Twelve Days of Christmas Scavenger Hunt with Deer Crossing merchants. A special appearance from Elsa and Olaf is planned.

A "Frozen Fun" magic show is scheduled at South Cape Village at 4:30 p.m. with Elsa and Olaf, hot chocolate and special holiday treats.

Free festivities for the entire family including hot chocolate stands throughout the parade route are planned for an evening full of holiday spirit. It's a great way to celebrate our community and the holiday season.

It costs approximately \$45,000 to fund the rotary lights and cover the expenses for the parade. Costs fluctuate depending on the bands' travel expenses, marketing expenses, and unexpected maintenance costs for the rotary lights. Sponsors and donors are needed to continue with Mashpee's holiday events.

Sponsorship opportunities are available for Mashpee's Season of Illumination at many different levels. A donation of \$750 or more not only secures a position on the sponsorship board at the rotary, it also gives businesses many other perks leading up to and including the parade.

### **Gold Star Sponsor \$3,000 (added value in red)**

**The Parade will be presented by Gold Star Sponsors and your logo will be placed on the top tier of the rotary sponsor board located at the Mashpee Rotary.**

- Sponsor's name/logo will be featured on a banner that leads parade.
- Sponsor will be listed on the top tier of the rotary lights sponsor board.
- Sponsor will be included in all media leading up to the parade including *all* radio ads.
- The gold sponsor will have an exclusive page with a story on [www.mashpeechamberchristmasparade.com](http://www.mashpeechamberchristmasparade.com) and will be listed on [www.mashpeechamber.com](http://www.mashpeechamber.com) as a sponsor.
- Sponsor will receive banner ad on the chamber website for *one year* valued at \$999.99
- Sponsor will be included in all marketing materials leading up to the parade, including being featured in the "Twelve Days of Christmas Celebrations" Enterprise Newspaper insert. (8 page color insert)
- Sponsor can have float, car and/or walking contingent in the parade.
- Sponsor is welcome to hand out promotional materials for their business on parade day at a table set up at parade headquarters or elsewhere.
- Branding at the Mashpee Chamber's Annual Dinner Year In-Review Video which is played after the dinner at Willowbend Country Club.

### **Silver Star Sponsor \$1,500 (added value in red)**

- Sponsor will be listed on the second tier of the rotary lights sponsor board
- Sponsor's banner will be featured in parade (Sponsor supplies banner and we need it by December 7th.)
- The sponsor will be included in all media leading up to the parade including *all* radio ads.
- The sponsor will be listed as event parade sponsor on our website calendar of events
- Sponsor will receive banner ad valued at \$499.99 on the chamber website for six months.
- Sponsor will be included in all marketing materials leading up to the parade including special write up in the "Twelve Days of Christmas Celebrations" Enterprise Newspaper insert and on [www.mashpeechamberchristmasparade.com](http://www.mashpeechamberchristmasparade.com)
- Sponsor is welcome to hand out promotional materials for their business on parade day at a table set up at parade headquarters or elsewhere.

### **\$750 Bronze Star Sponsor**

Sponsor's banner will be strategically displayed in parade. (Sponsor is responsible for supplying banner.) In addition, this sponsor will receive:

- Sponsor will be included on the third tier of the rotary lights sponsor board
- Media exposure leading up to event including *rotating* radio ads.
- Banner in parade (businesses are responsible for providing banner and banner carriers or for an additional \$50 donation to a non-profit, the non-profit will provide banner carriers)
- Sponsor will be included in all marketing materials leading up to the parade including the "Twelve Days of Christmas Celebrations" Enterprise Newspaper insert.
- Two tile ads on the Chamber website valued at \$29.99 each\*
- Listed in Chamber's Christmas Parade website

### **Band Sponsor: \$500**

(upgrade to \$750 and you will become bronze sponsor and will included in third tier of rotary lights sponsor board)

- Sponsor's banner in front of one of the featured bands
- Media exposure leading up to event including *rotating* radio ads.
- Two tile ads on the Chamber website valued at \$29.99 each\*
- Sponsor will be included in all marketing materials leading up to the parade including the "Twelve Days of Christmas Celebrations" Enterprise Newspaper insert.
- Listed in Chamber's Christmas Parade website
- Sponsors are welcome to hand out promotional materials for their business

### **Hot Chocolate and Info Stand: \$500**

(upgrade to \$750 and you will become bronze sponsor and will included in third tier of rotary lights sponsor board)

- Sponsor's sign at stand
- Media exposure leading up to event including *rotating* radio ads.
- Two tile ads on the Chamber website valued at \$29.99 each\*
- Sponsor will be included in all marketing materials leading up to the parade including the "Twelve Days of Christmas Celebrations" Enterprise Newspaper insert.
- Listed in Chamber's Christmas Parade website
- Sponsors are welcome to hand out promotional materials for their business

### **Banner Sponsor: \$300**

- Banner will be displayed in parade ((businesses are responsible for providing banner and banner carriers or for an additional \$50 donation to a non-profit, the non-profit will provide banner carriers) or sponsor can have promotional booth that will be located at a strategic parade location
- Banner sponsors will be listed on Chamber's website
- Sponsor will receive a tile ad valued at \$29.99 on the chamber website\*

### **Frozen Fun: \$500**

(upgrade to \$750 and you will become bronze sponsor and will included in third tier of rotary lights sponsor board)

Do kids love the movie Frozen? Of course, they do! Then they are going to enjoy the *Do You Want to Build a Snowman* magic show, featuring magician Gregory McAdams? Frozen characters Elsa and Olaf will be in the audience and available to take pictures with the children. The 40-minute interactive show features:

- Magic
- Comedy
- Audience Participation
- A live dog
- And an emphasis on reading

Kids will help build a snowman. Not an ordinary snowman; a magic snowman! All the routines during the show revolve around creating all the snowman parts including making it snow and at the end the snowman magically appears. Elsa and Olaf will be there to share all the excitement. Kids can come dressed in their favorite Frozen costume!

The show is scheduled for 4:30 p.m. on Saturday, December 10<sup>th</sup> and will take place at 11 Joy Street at South Cape Village where Walgreens and Roche Bros. are located. The Mashpee Chamber Christmas Parade will pass by the Frozen Fun location after the show and spectators will have the best seats in the house. Hot chocolate and goodies will be provided. Sponsorship includes:

- Sponsor's sign/banner at show (Sponsor's responsibility to supply banner. We need banners by December 7<sup>th</sup>.)
- Media exposure leading up to event including *rotating* radio ads.
- Two tile ads on the Chamber website valued at \$29.99 each\*

- Sponsor will be included in all marketing materials leading up to the parade including the “Twelve Days of Christmas Celebrations” Enterprise Newspaper insert.
- Listed in Chamber’s Christmas Parade website
- Sponsors are welcome to hand out promotional materials for their business

**Twelve Days of Christmas Breakfast/Scavenger Hunt with Mrs. Claus**  
**At Soprano’s Ristorante**

Parade day, December 9th gets off to a festive start this year with this special event from 9 am to 11 am at Soprano’s Ristorante. Families are invited to a buffet breakfast with Mrs. Claus and then make a dash to the participating merchants at Deer Crossing or should we say “Reindeer Crossing” to look for symbols from the Twelve Days of Christmas song. All the children who complete their maps and find all the symbols will be eligible for some great prizes. All they must do is return their maps to Soprano’s before 11 am. They need not be present to win.

\* It is the sponsor’s responsibility to submit their tile ad and click-through link to [info@mashpeechamber.com](mailto:info@mashpeechamber.com), and businesses are responsible for providing banner carriers or for an additional \$50 donation to a non-profit, the non-profit will provide banner carriers.

**Event Sponsor \$500**

(upgrade to \$750 and you will become bronze sponsor and will included in third tier of rotary lights sponsor board)

- Sponsor’s sign/banner at Sopranos (sponsor is responsible for supplying banner. We need it by December 7<sup>th</sup>.)
- Media exposure leading up to event including *rotating* radio ads.
- Two tile ads on the Chamber website valued at \$29.99 each\*
- Logos will be included in a special holiday magazine insert that will be in the Enterprise.
- Sponsor will be included in all marketing materials leading up to the event including listed in the “Twelve Days of Christmas Celebrations” Enterprise Newspaper insert.
- Listed in Chamber’s Christmas Parade website
- Included in all our social media promotions
- Sponsors are welcome to hand out promotional materials for their business

\* It is the sponsor’s responsibility to submit their tile ad and click-through link to [info@mashpeechamber.com](mailto:info@mashpeechamber.com), and businesses are responsible for providing banner carriers or for an additional \$50 donation to a non-profit, the non-profit will provide banner carriers.

### **Banner Sponsor \$100**

- Sponsor's sign/banner at event (Sponsor is responsible for supplying the banner. We need it by December 7<sup>th</sup>.)
- Your business will be listed in a special holiday magazine insert that will be in the Mashpee Enterprise.
- Sponsor will be included in all marketing materials leading up to the event.
- Listed in Chamber's Christmas Parade website
- Included in all our social media promotions
- Sponsors are welcome to hand out promotional materials for their business

### **Scavenger Hunt Participant \$25**

You get to pick a symbol from the Twelve Days of Christmas song and display at your business anyway you like. It can be a picture, an ornament or anything creative that you come up with. The participants will come in your business between 9 am and 11 am on Saturday December 10. Once they find the symbol, please put a star on their maps. Your business will also receive:

- Listed in Chamber's Christmas Parade website
- Included in all our social media promotions
- Sponsors are welcome to hand out promotional materials for their business

### **Donations**

Donations of any amount are welcome and needed. All donors will be listed on [www.mashpeechamberchristmasparade.com](http://www.mashpeechamberchristmasparade.com) our official website and in a thank you letter in the Enterprise.

**For more information, please contact: Mary Lou Palumbo at 508-477-0792**