



The Town of Mashpee & The Mashpee Chamber of Commerce Proudly Present

Mashpee's Season of Illumination 2018

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; two 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. The rotary stays illuminated until New Year's Day.

The Mashpee Chamber Christmas Parade is scheduled for Saturday, December 8th. This year's parade 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 along Route 28, and culminates at the Mashpee Commons. The rain date is December 9th.

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 supported in part by a grant from the Mashpee Cultural Council, a local agency which is supported by the Mass Cultural Council, a state agency. The show is scheduled to start at 4:30 pm with Elsa and Olaf, hot chocolate and special holiday treats for everyone to enjoy. The location to be determined. Follow our facebook page @MashpeeChamberChristmasParade for updates.

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 \$40,000 to fund the rotary lights and cover the expenses for the parade. Costs fluctuate depending on the bands' travel expenses, marketing expenses, insurance and unexpected maintenance costs for the rotary lights. Proceeds also support the Mashpee Chamber's "Shop Local" ad campaign during the holiday season. Sponsors and donors are needed to support the Mashpee Chamber's holiday initiatives.

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)

- Logo featured on banner that leads Mashpee Chamber Christmas Parade
- Listed on top tier of rotary lights sponsor board located on the Mashpee Rotary
- Included in all media leading up to parade including posters, social media posts, and *all* radio ads
- Exclusive page with 200-word story and logo on MashpeeChamberChristmasParade.com (sponsor must provide 200-word write up to info@mashpeechamber.com, for assistance on content, please email info@mashpeechamber.com)
- Logo will appear on mashpeechamber.com's Season of Illumination page
- Banner ad on mashpeechamber.com for one year (Jan 2019 – Dec 2019) **valued at \$999.99** (sponsor is responsible for providing digital artwork 728 pixels wide by 90 pixels tall and click-through link to info@mashpeechamber.com)
- Included in print marketing materials including 8-page Season of Illumination insert in Mashpee Enterprise newspapers the day after Thanksgiving (sponsor must provide 200-word story or use same story as appears on MashpeeChamberChristmasParade.com)
- Float, car, or walking group in parade for no additional fees (this is OPTIONAL, parade application must be completed if entering the parade)
- Invited to hand out promotional material at Breakfast with Mrs. Claus, hot chocolate stands, and parade participants prior to the parade. No materials permitted to be handed out along the parade route or during the parade under any circumstances
- Logo to appear in pre-dinner slide show at Mashpee Chamber's Annual Dinner in Spring of 2019

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

- Banner featured in Mashpee Chamber Christmas Parade (business invited to carry their own banner, or to be carried by volunteers) (please drop off banner to Mashpee Chamber Office at 5 North Market Street in Mashpee Commons no later than Monday, December 3rd)
- Listed on second tier of rotary lights sponsor board located on the Mashpee Rotary
- Included in all media leading up to parade including posters, social media posts, and *all* radio ads
- Logo on MashpeeChamberChristmasParade.com
- Banner ad on mashpeechamber.com for one year (Jan 2019 – June 2019) **valued at \$499.99** (sponsor is responsible for providing digital artwork 728 pixels wide by 90 pixels tall and click-through link to info@mashpeechamber.com)
- Included in print marketing materials including 8-page Season of Illumination insert in Mashpee Enterprise newspapers the day after Thanksgiving (sponsor must provide 100-word write up to info@mashpeechamber.com, for assistance on content, please email info@mashpeechamber.com)
- Float, car, or walking group in parade for no additional fees (this is OPTIONAL, parade application must be completed if entering the parade)
- Invited to hand out promotional material at Breakfast with Mrs. Claus, hot chocolate stands, and parade participants prior to the parade. No materials permitted to be handed out along the parade route or during the parade under any circumstances

Bronze Star Sponsor: \$750

- Banner featured in Mashpee Chamber Christmas Parade (business invited to carry their own banner, or to be carried for additional \$50 donation to a non-profit group who will provide people to carry banners. Non-profit to be determined by Mashpee Chamber) (please drop off banner to Mashpee Chamber Office at 5 North Market Street in Mashpee Commons no later than Monday, December 3rd)
- Listed on third tier of rotary lights sponsor board located on the Mashpee Rotary
- Included in media leading up to parade including posters, social media posts, and *rotating* radio ads
- Logo on MashpeeChamberChristmasParade.com
- Tile ad on mashpeechamber.com for two months (sponsor may select from available months) valued at \$59.99 (sponsor is responsible for providing digital artwork 112 pixels wide by 112 pixels tall and click-through link to info@mashpeechamber.com)
- Included in print marketing materials including 8-page Season of Illumination insert in Mashpee Enterprise newspapers the day after Thanksgiving
- Float, car, or walking group in parade for no additional fees (this is OPTIONAL, parade application must be completed if entering the parade)
- Invited to hand out promotional material at Breakfast with Mrs. Claus, hot chocolate stands, and parade participants prior to the parade. No materials permitted to be handed out along the parade route or during the parade under any circumstances

Band Sponsor: \$500

(Upgrade to \$750 and become Bronze Star Sponsor and be included on third tier of rotary lights sponsor board located on Mashpee Rotary)

- Banner featured in Mashpee Chamber Christmas Parade in front of a featured band (business invited to carry their own banner, or to be carried for additional \$50 donation to a non-profit group who will provide people to carry banners. Non-profit to be determined by Mashpee Chamber) (please drop off banner to Mashpee Chamber Office at 5 North Market Street in Mashpee Commons no later than Monday, December 3rd)
- Included in media leading up to parade including posters, social media posts, and *rotating* radio ads
- Logo on MashpeeChamberChristmasParade.com
- Tile ad on mashpeechamber.com for two months (sponsor may select from available months) valued at \$59.99 (sponsor is responsible for providing digital artwork 112 pixels wide by 112 pixels tall and click-through link to info@mashpeechamber.com)
- Included in print marketing materials including 8-page Season of Illumination insert in Mashpee Enterprise newspapers the day after Thanksgiving
- Invited to hand out promotional material at Breakfast with Mrs. Claus, hot chocolate stands, and parade participants prior to the parade. No materials permitted to be handed out along the parade route or during the parade under any circumstances

Hot Chocolate & Info Stand Sponsor: \$500

(Upgrade to \$750 and become Bronze Star Sponsor and be included on third tier of rotary lights sponsor board located on Mashpee Rotary)

- Sign at Hot Chocolate/Coffee/Cider station around Parade Route on evening of parade
- Included in media leading up to parade including posters, social media posts, and *rotating* radio ads
- Logo on MashpeeChamberChristmasParade.com
- Tile ad on mashpeechamber.com for one month (sponsor may select from available months) valued at \$29.99 (sponsor is responsible for providing digital artwork 112 pixels wide by 112 pixels tall and click-through link to info@mashpeechamber.com)
- Included in print marketing materials including 8-page Season of Illumination insert in Mashpee Enterprise newspapers the day after Thanksgiving
- Invited to hand out promotional material at Breakfast with Mrs. Claus, hot chocolate stands, and parade participants prior to the parade. No materials permitted to be handed out along the parade route or during the parade under any circumstances

Parade Banner Sponsor: \$300

- Banner featured in Mashpee Chamber Christmas Parade (business invited to carry their own banner, or to be carried for additional \$50 donation to a non-profit group who will provide people to carry banners. Non-profit to be determined by Mashpee Chamber) (please drop off banner to Mashpee Chamber Office at 5 North Market Street in Mashpee Commons no later than Monday, December 3rd)
- Included on poster and in social media leading up to parade
- Logo on MashpeeChamberChristmasParade.com
- Tile ad on mashpeechamber.com for one month (sponsor may select from available months) valued at \$29.99 (sponsor is responsible for providing digital artwork 112 pixels wide by 112 pixels tall and click-through link to info@mashpeechamber.com)
- Included in print marketing materials including 8-page Season of Illumination insert in Mashpee Enterprise newspapers the day after Thanksgiving

About Frozen Fun Magic Show

Kids love the movie Frozen! The Mashpee Chamber of Commerce with support from a grant from the Mashpee Cultural Council, a local agency which is supported by the Mass Cultural Council, a state agency, bring you *Do You Want to Build a Snowman* Frozen Fun Magic Show featuring magician Gregory McAdams and guest appearances from Frozen Characters Elsa and Olaf! This 40-minute, interactive show features magic, comedy, audience participation, a live dog, and an emphasis on creativity and reading. The show is fun for all ages. Plus, there will be hot chocolate and goodies for all in attendance. This is a free event thanks to the support of the Mashpee Cultural Council and our sponsors. Show to be held at 4:30pm on the day of the parade, indoors. Location to be determined.

Frozen Fun Magic Show Sponsor: \$500

(Upgrade to \$750 and become Bronze Star Sponsor and be included on third tier of rotary lights sponsor board located on Mashpee Rotary)

- Sign or banner at the show (sponsor is responsible for providing a banner. Please drop off banner to Mashpee Chamber Office at 5 North Market Street in Mashpee Commons no later than Monday, December 3rd)
- Included in media leading up to parade including magic show posters, social media posts, and *rotating* radio ads
- Logo on MashpeeChamberChristmasParade.com
- Tile ad on mashpeechamber.com for one month (sponsor may select from available months) valued at \$29.99 (sponsor is responsible for providing digital artwork 112 pixels wide by 112 pixels tall and click-through link to info@mashpeechamber.com)
- Included in print marketing materials including 8-page Season of Illumination insert in Mashpee Enterprise newspapers the day after Thanksgiving
- Invited to hand out promotional material at Breakfast with Mrs. Claus, hot chocolate stands, and parade participants prior to the parade. No materials permitted to be handed out along the parade route or during the parade under any circumstances

About Breakfast with Mrs. Claus and the Twelve Days of Christmas Scavenger Hunt

Parade day, Saturday, December 8th, 2018, gets off to a festive start every year with a special breakfast event. From 9am to 11am, Soprano's Ristorante hosts a breakfast with the one and only Mrs. Claus. After breakfast, youngsters will visit participating "Reindeer Crossing" merchants to find symbols from the Twelve Days of Christmas song. All children who complete the scavenger hunt will be eligible to win some great prizes. All they must do is return their scavenger hunt maps to Soprano's before 11am. Winners do not need to be present to win. Toy donations will be accepted at breakfast. Breakfast fees will be listed in marketing material closer to the event.

Breakfast with Mrs. Claus and the Twelve Days of Christmas Scavenger Hunt Sponsor: \$500

(Upgrade to \$750 and become Bronze Star Sponsor and be included on third tier of rotary lights sponsor board located on Mashpee Rotary)

- Sign or banner at breakfast (sponsor is responsible for providing a banner. Please drop off banner to Mashpee Chamber Office at 5 North Market Street in Mashpee Commons no later than Monday, December 3rd)
- Included in media leading up to parade including breakfast event posters, social media posts, and *rotating* radio ads
- Logo on MashpeeChamberChristmasParade.com
- Tile ad on mashpeechamber.com for one month (sponsor may select from available months) valued at \$29.99 (sponsor is responsible for providing digital artwork 112 pixels wide by 112 pixels tall and click-through link to info@mashpeechamber.com)
- Included in print marketing materials including 8-page Season of Illumination insert in Mashpee Enterprise newspapers the day after Thanksgiving
- Invited to hand out promotional material at Breakfast with Mrs. Claus, hot chocolate stands, and parade participants prior to the parade. No materials permitted to be handed out along the parade route or during the parade under any circumstances

Breakfast Banner Sponsor: \$100

- Sign or banner at breakfast (sponsor is responsible for providing a banner. Please drop off banner to Mashpee Chamber Office at 5 North Market Street in Mashpee Commons no later than Monday, December 3rd)
- Included in media leading up to parade including breakfast event posters, social media posts
- Logo on MashpeeChamberChristmasParade.com
- Included in print marketing materials including 8-page Season of Illumination insert in Mashpee Enterprise newspapers the day after Thanksgiving
- Invited to hand out promotional material at Breakfast with Mrs. Claus, hot chocolate stands, and parade participants prior to the parade. No materials permitted to be handed out along the parade route or during the parade under any circumstances

Scavenger Hunt Participant: \$25

Only available to business in Deer Crossing Shopping Plaza

Participating business may choose their favorite symbol from Twelve Days of Christmas song – first come, first serve. Participating business is responsible for displaying the symbol in any way you chose – picture, ornament, or any creative ways you can come up with for the symbol! Participating business must be open on Saturday, December 8th from 9am to 11am and be able to place a sticker (provided by the Mashpee Chamber) on each participating child's map once the symbol is found.

- Participating business listed on Scavenger Hunt Map
- Included in media leading up to parade including breakfast event posters, social media posts
- Listed as participant on MashpeeChamberChristmasParade.com
- Invited to hand out promotional material at Breakfast with Mrs. Claus, hot chocolate stands, and parade participants prior to the parade. No materials permitted to be handed out along the parade route or during the parade under any circumstances

Donations

Donations of any amount are welcome and needed.

- Listed as donor on MashpeeChamberChristmasParade.com unless specifically asked to remain anonymous
- Thanked as donor in print marketing materials including 8-page Season of Illumination insert in Mashpee Enterprise newspapers the day after Thanksgiving unless specifically asked to remain anonymous

**For more information or questions, please contact Mary Lou Palumbo at
508-477-0792.**