



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

Mashpee's Season of Illumination 2021 & 15th Annual Mashpee Chamber Christmas Parade

The Mashpee Chamber of Commerce and the Town of Mashpee are excited to announce the return of the Mashpee Chamber's night-time illuminated Christmas Parade. Along with the spectacular lights display at the Mashpee Rotary, the illuminated Christmas parade is a holiday tradition in Mashpee. Every year, visitors travel far and wide to view Mashpee's spectacular rotary lights display and illuminated Christmas Parade.

The rotary lights are turned on the day after Thanksgiving with a countdown at Mashpee Commons amidst special festivities including carolers, visits from Santa, and more. The lights turn on every evening through the New Year.

The Mashpee Chamber Christmas Parade is scheduled for Saturday, December 11th and this year's theme is "A Time to Celebrate!" This unique, night-time event is where every float is brilliantly illuminated in the spirit of the season. The parade kicks-off at 5:30 p.m. from the Mashpee Commons Green and weaves its way through the Commons, ending on Market Street Extension heading up the hill towards Job's Fishing. A map of the route will be available at www.mashpeechamber.com/events/Mashpee-Christmas-parade.

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.

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, but it also gives businesses many other perks leading up to and including the parade. All donations, entry fees, and sponsorships support the cost of lighting up the Mashpee Rotary, covers all parade costs, and funds the Mashpee Chamber of Commerce's #ShopLocal holiday campaign. All funds go to supporting the businesses and organizations that make Mashpee a popular holiday and celebration destination.

Gold Star Sponsor - \$3,000

- Sponsor's name/logo will be featured on a banner that leads the parade.
- Representative of business invited to walk
- Listed on the top tier of the rotary lights sponsor board located on the Mashpee Rotary.
- Included in all media leading up to the parade including radio ads.
- Featured on mashpee-chamber.com and special Parade bulletin email with holiday greeting.
- Receive banner ad on mashpee-chamber.com for one year valued at \$1,000
- Included in all marketing materials leading up to the parade, including feature in Mashpee Enterprise 8-page glossy insert created by Mashpee Chamber.
- Parade entry fee waived.
- Welcome other parade participants and display or give out items at parade check-in.
- Mention at the Mashpee Chamber's 2022 Annual Dinner presentation.

Silver Star Sponsor - \$1,500

- Listed on second tier of the rotary sponsor board located on the Mashpee Rotary.
- Banner featured in parade (sponsor is responsible for supplying banner, drop off at Cape Cod Five Mashpee branch by Wednesday, December 8th).
- Included in all media leading up to the parade including radio ads.
- Featured on mashpee-chamber.com and special Parade bulletin email with holiday greeting.
- Receive ad valued at \$499.99 on mashpee-chamber.com for six months
- Included in all marketing materials leading up to the parade, including feature in Mashpee Enterprise 8-page glossy insert created by Mashpee Chamber.
- 50% off parade entry fee.
- Welcome other parade participants and display or give out items at parade check-in.

Patriotic Tree Sponsor - \$1,000

- Sponsor's name on sign placed on the Mashpee Rotary near the Patriotic Tree planted in memory of Paul Edward Conlon, Jr.
- Banner featured in parade (sponsor is responsible for supplying banner, drop off at Cape Cod Five Mashpee branch by Wednesday, December 8th).
- Included in media leading up to the parade including radio ads.
- Featured on mashpee-chamber.com and special Parade bulletin email with holiday greeting.
- Receive small ad valued at \$29.99 on mashpee-chamber.com.
- Included in all marketing materials leading up to the parade, including feature in Mashpee Enterprise 8-page glossy insert created by Mashpee Chamber.

Bronze Star Sponsor - \$750

- Listed on third tier of the rotary sponsor board located on the Mashpee Rotary.

- Banner featured in parade (sponsor is responsible for supplying banner, drop off at Cape Cod Five Mashpee branch by Wednesday, December 8th).
- Included in select media leading up to the parade including rotating radio ads.
- Included on mashpeechamber.com and special Parade bulletin email with holiday greeting.
- Receive ad valued at \$499.99 on mashpeechamber.com for six months
- Included in all marketing materials leading up to the parade, including Mashpee Enterprise 8-page glossy insert created by Mashpee Chamber.

Hot Chocolate Sponsor - \$600*

***Only \$150 to upgrade to bronze sponsor and be included in third tier of rotary lights sponsor board!**

- Sign at select Hot Chocolate stand located at parade participant check in or on parade route
- Included in select media leading up to the parade.
- Included on mashpeechamber.com and special Parade bulletin email with holiday greeting.
- Included in most marketing materials leading up to the parade, including Mashpee Enterprise 8-page glossy insert created by Mashpee Chamber.

Band Sponsor - \$500*

*** Only \$250 to upgrade to bronze sponsor and be included in third tier of rotary lights sponsor board!**

- Banner featured in front of band in parade (sponsor is responsible for supplying banner, drop off at Cape Cod Five Mashpee branch by Wednesday, December 8th).
- Included in select media leading up to the parade.
- Included on mashpeechamber.com and special Parade bulletin email with holiday greeting.
- Included in most marketing materials leading up to the parade, including Mashpee Enterprise 8-page glossy insert created by Mashpee Chamber.

Santa Float Sponsor - \$500* – limited supply

*** Only \$250 to upgrade to bronze sponsor and be included in third tier of rotary lights sponsor board!**

- Banner featured in front of Santa float in parade (sponsor is responsible for supplying banner, drop off at Cape Cod Five Mashpee branch by Wednesday, December 8th).
- Included in select media leading up to the parade.
- Included on mashpeechamber.com and special Parade bulletin email with holiday greeting.
- Included in most marketing materials leading up to the parade, including Mashpee Enterprise 8-page glossy insert created by Mashpee Chamber.

Note: The Mashpee Chamber is looking for a business willing to assemble and drive Santa in the 2021 Mashpee Chamber Christmas Parade. Interested in helping? Let's talk! Call Katy at 508-477-0792. This sponsorship can be reduced in exchange for help getting Santa around!

Banner Sponsor - \$300

- Banner displayed in parade (sponsor is responsible for supplying banner, drop off at Cape Cod Five Mashpee branch by Wednesday, December 8th).
- Included on mashpeechamber.com and special Parade bulletin email with holiday greeting.
- Included in select marketing materials leading up to the parade.

Donations

The Mashpee Chamber of Commerce welcomes all monetary donations. All donors will be listed on mashpeechamber.com and in a thank you letter in the Enterprise.

For more information, please contact Katy Acheson at 508-477-0792.

Dining To Illuminate & Shopping to Illuminate

The Mashpee Chamber invites your dining establishment or retail store to contribute to the Rotary Lights Display through an income-percentage on a select day/time in exchange for promotion of your business.

Notify the Mashpee Chamber of your select a date/time, percentage of income to donate, and any exclusions. Then the Mashpee Chamber will encourage diners and shoppers to support your business at that time to help Light Up the Mashpee Rotary!

Example: 10% of all sales excluding alcohol sales at Restaurant from noon to 8pm on Tuesday, October 12th will be donated to the Mashpee Chamber to Light Up the Rotary for the holidays!

“Twelve Days of Christmas” Online Auction Advertising

From Dec 1st to 12th the Mashpee Chamber of Commerce hosts a live online auction featuring items and gift cards donated by local merchants to support and promote SHOPLOCAL.

- Web Banner Ad Top: **\$500** (first come first serve, limited to one)
- Web Banner Middle: **\$300** (first come first serve, limited to five)
- Web Banner Bottom: **\$100** (first come first serve, limited to one)

Web banner ads 728 pixels wide by 90 pixels tall with click through link to be created and submitted by sponsor to info@mashpeechamber.com by Monday, November 29th, 2021.

Contact

To become a sponsor, donor, parade participant, or to find out more information, please contact Mashpee Chamber Executive Director Katy Acheson by calling or texting 508-477-0792, or emailing info@mashpeechamber.com