

# THE 64<sup>th</sup> ANNUAL SOUTH CAROLINA HOLIDAY PARADE



Saturday, December 2, 2017

Dear Friends,

The Carolina Carillon Holiday Parade Committee cordially invites your organization to be a sponsor of the 64<sup>th</sup> Annual Carillon parade! The parade has enjoyed a long reputation as one of the premier holiday events for families in Columbia!

The parade will once again take place in Downtown Columbia and be televised live on WIS. The parade will travel west on historic Gervais street in Downtown Columbia and end at Park Street. The parade is scheduled to be held on Saturday, December 2<sup>nd</sup>, 2017.

The parade brings residents, businesses, organizations, schools, and the community at large together to celebrate and enjoy the holidays. Bands and community groups work and train hard all year in order to showcase their best talent. What an honor it is to have them perform in our community. We expect to have 100 entries and approximately 2,000 participants in the parade.

The success of Carolina Carillon Holiday Parade is made possible through the generosity of businesses and organizations such as yours. We hope we can count on your support as a sponsor. Sponsorship levels are outlined in the accompanying information.

If you have any questions, or if you would like further information, please do not hesitate to contact Elizabeth Saulter at 803-553-8320, or visit us at [www.carolinacarillon.com](http://www.carolinacarillon.com). We greatly appreciate your willingness to be part of this festive tradition, and we look forward to working with you!

Sincerely,

Elizabeth Saulter  
2017 Carolina Carillon Parade

# **CAROLINA CARILLON SPONSORSHIP LEVELS**

## **Santa – Title Sponsor - \$5,000 (Only 1 Title Sponsorship available)**

- Recognition as Carillon's Title Sponsor for 2017 parade
- All sponsorship honors of the Angel Sponsor
- VIP seating for up to 8 people at the parade
- 8 tickets to post-parade reception

## **Mrs. Claus – T-shirt Sponsor - \$3,000 (Only 1 T-shirt Sponsorship available)**

- All the sponsorship honors of the Angel Sponsorship level
- Top/largest name on Carillon T-shirts
- Includes 25 parade T-shirts

## **Angel Sponsor - \$1,000**

- Recognition during parade broadcast, announcements, and press releases
- Recognition in parade printed materials
- Recognition on parade's social media accounts
- Participation in the parade (entry fee waived/must provide own car or float)
- Recognition on Carolina Carillon's website (includes link to company website)
- Recognition on Carolina Carillon T-shirts

## **Reindeer Sponsor - \$750**

- Recognition during parade broadcast, announcements, and press releases
- Recognition in parade printed materials
- Recognition on parade's social media accounts
- Recognition on Carolina Carillon's website (includes link to company website)
- Recognition on Carolina Carillon T-shirts

## **Snowman Sponsor - \$500**

- Recognition in parade printed materials
- Recognition on parade's social media accounts
- Recognition on Carolina Carillon's website (includes link to company website)
- Recognition on Carolina Carillon T-shirt

## **Ornament Sponsor - \$250**

- Recognition of sponsorship in parade printed materials
- Recognition on Carolina Carillon's website
- Recognition on Carolina Carillon T-shirt

## **Santa's Helpers – In-Kind Sponsors**

- Recognition on Carolina Carillon's website
- Recognition on Carolina Carillon T-shirt

# CAROLINA CARILLON SPONSORSHIP FORM



**YES, I want to be a sponsor for the Carolina Carillon Parade!**

Please check your selection:

- \$5,000 Santa (Title) Sponsor**
- \$3,000 Mrs. Claus (T-shirt) Sponsor**
- \$1,000 Angel Sponsor**
- \$ 750 Reindeer Sponsor**
- \$ 500 Snowman Sponsor**
- \$ 250 Ornament Sponsor**
- Santa's Helpers (In-Kind Sponsor)**

Email Logo to: [info@carolinacarillon.com](mailto:info@carolinacarillon.com)

Business/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

Zip Code: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Telephone (Day): \_\_\_\_\_ Telephone (Evening): \_\_\_\_\_

If you have questions, email  
Kim Mitchell at [kcmitchell@columbiasc.net](mailto:kcmitchell@columbiasc.net) or  
Elizabeth Saulter at [info@carolinacarillon.com](mailto:info@carolinacarillon.com).  
Thank you for your support, and we hope to see you on December 2<sup>nd</sup>!

**Mail form/payment to:** Carolina Carillon Parade  
PO Box 211974  
Columbia, SC 29221  
  
[www.carolinacarillon.com](http://www.carolinacarillon.com)  
Phone: 803-545-3100  
Email: [info@carolinacarillon.com](mailto:info@carolinacarillon.com)