



# *Puerto Rican Day Parade of WNY Association, Inc.*



## *4<sup>th</sup> Annual Puerto Rican Day Parade of Western New York Sponsorship Opportunities – 2006*

*As our parade continues to grow, so do our sponsorship opportunities. In 2006, the Puerto Rican Day Parade of Western New York Association, Inc., will be organizing the concert after the parade, thus giving you added exposure. Please review the sponsorship levels and let us know which is best for your company or organization.*

### *DIAMOND LEVEL*

*\$10,000 or above*

- *Name Prominently Listed in Website, Parade, Pageant, Concert Program and Press Releases*
- *Opportunity to lead a primary Division in Parade, as a group or Float*
- *Organization may fly their banner at ALL three events: Parade Grandstand, Pageant and Concert*
- *Authorization to distribute your company's promotional materials or products at Niagara Square, Parade Grandstand and Pageant*
- *Hyperlink to their website from ours*
- *Logo recognition in ALL printed ads, including billboards, T-shirts and official parade poster*
- *Name announced during ALL radio commercials AND public appearances by the Pageant Queen, Princess and organizers*
- *VIP seating for 20 members at the Pageant and 20 T-shirts*
- *Public appearance of Pageant Queen or Princess at Company function*
- *Backstage passes at concert for 5 members of the organization*

*Visit our website, [prparadeofwny.org](http://prparadeofwny.org), where you can see some of our previous ads, last year's award winning Francisco Guzman poster and our radio commercials from 2004 and 2005.*

### *PLATINUM LEVEL*

*\$5000-9,999*

- *Name Listed in Website, Parade, Pageant, Concert Program and Press Releases*
- *Opportunity to lead a Division in Parade, as a group or Float*
- *Organization may fly their banner at ALL three events: Parade Grandstand, Pageant and Concert*
- *Authorization to distribute your company's promotional materials or products at Niagara Square or at Parade Grandstand area*
- *Hyperlink to their website from ours*
- *Logo recognition in ALL printed ads, including billboards, T-shirts and official parade poster*
- *Name announced during ALL radio commercials AND public appearances by the Pageant Queen, Princess and organizers*
- *VIP seating for 12 members at the Pageant and 12 T-shirts*
- *Public appearance of Pageant Queen or Princess at Company function*
- *Backstage passes for 2 members at concert*

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