



Diamond Sponsor \$7500

- Receives Parade float with special recognition as a Major sponsor and a special parade banner.
- Receives 6 television commercial spots during the telecast of the parade and 30 seconds of company identification and scripting.
- Your business logo and business advertisement printed in various Newspaper / Publication promoting the parade.
- Receives one full page advertisement for your business in commemorative parade program.
- Receives 4 VIP Passes to parade reception prior to the parade.
- Receives 3 Commemorative DVD's of the "2008 Annual Children's Christmas Lane Parade." Inclusive of your Business Entry.
- Presentation of a Special Plaque of Appreciation for your Sponsorship, at the parade reception.
- Receives 4 VIP Tickets to view the parade in our VIP seating area.

Signature Sponsor

Signature Sponsor \$10,000

- Receives Parade float with special recognition as a Major sponsor and a special parade banner.
- Receives 10 television commercial spots during identification and scripting.
- Your business logo and business advertisement printed in various Newspaper / Publications promoting the parade.
- Receives one full page advertisement for your business in commemorative parade program.
- Receives 3 Commemorative DVD's of the "2008 Annual Children's Christmas Lane Parade." Inclusive of your Business Entry.
- Presentation of a Special Plaque of Appreciation of your Sponsorship, at the parade reception.
- Receives 6 VIP Tickets to view the parade in our VIP seating area.



The City of South Gate & The South Gate Chamber of Commerce invites you to our traditional

SOUTH GATE Children's Christmas Lane Parade

Sunday, December 14th, 2008



Sponsorship Package

Tel: (323) 567-1203

3350 Tweedy Blvd., South Gate, CA 90280

A Southern California Holiday Tradition

Founded in 1945 to celebrate the homecoming of American soldiers from World War II, the South Gate Children's Christmas Lane Parade has become one of the Southern California's popular holiday traditions. Today among other entries, this oldest community parade features City Officials, Miss South Gate and her Court, and the 2008 Azaleas Queen. Nostalgic pleasures: horses, clowns, marching bands, antique cars, as well as the present day fun of floats, performing groups, sports and entertainment personalities, and our course, Santa Claus, are part of this annual event.

South Gate will celebrate its 63rd Children's Christmas Parade this year with another memorable day of holiday fun for young and old. The South Gate Chamber of Commerce, and the City of South Gate, invites you to become a part of this unique tradition by sponsoring the 2008 South Gate Children's Christmas Lane Parade.

Viewed by Millions on Christmas Day

Since 1983, thousand of television viewers have welcomed the South Gate Children's Christmas Lane Parade into their homes on Christmas Day. Carried by Fox Television affiliates, the parade is telecast through the Southland and captures over 100,000 households every year. In addition, enthusiastic crowds, in excess of 200,000 line Tweedy Boulevard to watch and cheer the parade as it makes its way down the boulevard.

This year, the 2008 Children's Christmas Lane Parade will be held on Sunday, December 14, 2008 at 1:00p.m. and will once again be televised by Fox Channel on Christmas Day.

Santa's Reindeer \$250

- Receives a Commemorative parade program.
- Receives 1 VIP invitation to the parade reception.
- Receives 1 Special invitation to view the parade in our special seating area



Santa's Elf \$350

- Receives 1 banner with your business name and carried down the parade route.
- Receives a Commemorative parade program.
- Receives 1 VIP invitation to the parade reception.
- Receives 2 Special invitations to view the parade in our special seating area.

Trophy Sponsor \$500

- Your business logo printed in various Newspaper / Publications promoting the Parade.
- Creation of a Holiday Banner created with your business' Name and carried down the parade route.
- Receives a Commemorative parade program.
- Receives 1 VIP invitation to the parade reception.
- Receives 1 VIP invitation to view the parade in our VIP seating area.



Commercial Time

- Commercial time is available at \$1,500.00 for each 30 second spot (customer supplies commercial BETA tape.)



Christmas Star Sponsor \$1,500

- Receives a Novelty feature with scripting and your business logo.
- Your business logo and business advertisement printed in various Newspaper / Publications promoting the parade.
- Receives 1 invitation to the VIP reception.
- Receives 1 invitation to view the parade in our VIP seating area

Novelty Sponsor \$2,200

- Receives 1 television commercial spot during the telecast of the "2008 Annual Children's Christmas Lane Parade".
- Your business logo and business advertisement printed in various Newspaper / Publications promoting the parade.
- Receives 30 seconds Novelty Entry scripting and your business identification.
- Receives a 1/4 page advertisement in our commemorative parade program.
- Receives 2 VIP Passes to parade reception prior to the parade.
- Receives 2 VIP Tickets to view the parade in our VIP seating area.

Silver Sponsor \$5,000

- Receives 1 television commercial spot during the telecast of the "2008 Annual Children's Christmas Lane Parade".
- Your business logo and business advertisement printed in various Newspaper / Publications promoting the parade.
- Receives 30 seconds Novelty Entry scripting and your business identification.
- Receives a 1/4 page advertisement in our commemorative parade program.
- Receives 2 VIP Passes to parade reception prior to the parade.
- Receives 2 VIP Tickets to view the parade in our VIP seating area.

Gold Sponsor \$6,000

- Receives Parade float with special recognition as a Major Sponsor and a special parade banner.
- Receives 6 television commercial spots during the telecast and 30 seconds of company identification and scripting.
- Receives half page advertisement for your business in commemorative parade program.
- Receives 4 VIP Passes to the parade reception prior to the parade.
- Receives 2 Commemorative DVD's of the "2008 Annual Children's Christmas Lane Parade."
 - Inclusive of your Business Entry.
- Presentation of a Special Plaque of Appreciation for your Sponsorship, at the parade reception.
- Receives 4 VIP Tickets to view the parade in our VIP seating area.

