

47th Annual  
**R.H. Buckboard Days Parade**



*Sponsorship & Advertising Information*

**Everyone Loves a Parade...and our Parade Loves its Sponsors**

On Saturday, October 19, 2019 the Rowland Heights Buckboard Days Parade Committee will host this year's 47<sup>th</sup> annual parade and festival. Rowland Heights is not an incorporated city, so there are few opportunities like this in which individuals, businesses, schools, and organizations can participate and give back to our community. We thank our returning sponsors who are truly partners with Rowland Heights!

Please consider being a sponsor of the Buckboard Parade because it is a win-win partnership for your company. With the help of over 200 volunteers, we host and put on this parade, and also, help the Parks and Recreation Department put on the Festival at the end of the parade. Your generous support will allow us to put on the Parade, plus give you recognition to enhance your visibility and outreach to the Rowland Heights Community.

Each year we showcase Rowland Heights as a wonderful place to live, go to school, work, play, and do business. The Parade and Festival will give everyone a chance to celebrate the various youth and adult groups, bands, equestrian units, floats, classic cars, and businesses that contribute to our community. We are a multi-cultural community and all work together to pull off our home-town parade.

The Parade and Festival will give everyone a chance to celebrate the rich western history of Rowland Heights. The Buckboard Days Parade will start at 9 a.m. on Nogales Street near Colima Road, and end at Rowland Heights Park with the Family Festival.

All the information you need is in this informational packet.

Online you will find the *Sponsor Pledge form* to fill out and submit. For those returning, I hope you will continue to partner with us this year, or we would gladly welcome you as a new partner. You will notice that every Sponsorship includes a colored ad in our quality Parade program.

Thank you for your time and consideration.

Below is how to reach your Parade Committee Team

[Email us for more information:](mailto:RHbuckboardparade@gmail.com) [RHbuckboardparade@gmail.com](mailto:RHbuckboardparade@gmail.com)

Please make checks payable to:      RH Buckboard Days Parade  
18351 Colima Road, #199  
Rowland Heights, CA 91748

*We are a 501(c)(3) corporation    You can deduct your donations    Tax ID #82-0655967*

**Website: [BuckboardDaysParade.org](http://BuckboardDaysParade.org)**

# Sponsorship Benefits

## Corporate Sponsor \$5000

- A 8' x 4' banner with your company name, carried in the parade
- A horse drawn buckboard wagon in the parade for your business (carries 10 people)
- A light post banner 3x6 with your company name
- A full page colored ad inside the program
- Your name in an e-flyer for RUSD elementary school students  
**(if you notify us by September 1 distribution)**
- Your company's name in Press release and poster
- Announced recognition in the parade
- LA County scroll in recognition of your participation
- Sponsorship recognition for display at your business
- Free entry in the Buckboard Days Parade w/ application
- Recognition on our website
- Free booth at the Festival w/ separate application

## Event Sponsor - \$1000

- A 6' x3' banner with your company name, carried the parade
- A full page colored ad inside the program
- A parade light post banner with your name on it
- Your name in an e-flyer for RUSD elementary school students **(if you notify us by September 1<sup>st</sup> distribution)**
- Your company's name in Press release and poster
- LA County scroll in recognition of your participation
- Sponsorship recognition for display at your business
- Free entry in the Buckboard Days Parade w/ Application
- Recognition on our website
- Free booth at the Festival w/separate application

## Diamond Sponsor - \$500

- A ½ page colored ad inside the parade program
- Your name in an e-flyer distributed to RUSD elementary school students **(if you notify us by September 1<sup>st</sup> distribution)**
- Your company's name in Press release(s)
- Announced recognition in the parade
- Free entry in the Buckboard Days Parade w/ Application
- Recognition on our website
- Free booth at the Festival w/separate application

## Gold Sponsor - \$250

- A ¼ page colored ad in the parade program
- Your name in an e-flyer distributed to RUSD elementary school students **(if you notify us by September 1<sup>st</sup> distribution)**
- A mounted Buckboard Days Sponsorship Certificate
- Free entry in the Buckboard Days Parade w/ Application
- Recognition on our website
- No charge for an information booth at the Festival

<p><b><u>Silver Sponsor - \$100</u></b></p> <ul style="list-style-type: none"> <li>• A colored business card ad in the parade program**</li> <li>• Your name in a flyer to RUSD elementary school students (<b>if you notify us by September 1<sup>st</sup> distribution</b>)</li> <li>• Free parade entry</li> <li>• Recognition on our website</li> <li>• Free Festival booth (separate application required)</li> </ul>	<p><b><u>Bronze Sponsor - \$50</u></b></p> <ul style="list-style-type: none"> <li>• Name listed as a sponsor in the parade program</li> <li>• Free parade entry</li> <li>• Recognition on our website</li> </ul>
<p><b><u>Parade Banner Sponsor</u></b></p> <p><b>\$200 for 1st year Parade Banner Sponsors</b></p> <p>Includes a 6' x 3' banner carried in the parade with your business logo</p> <p><b>\$60 for <u>returning</u> sponsors with their 6' x 3' banner</b></p> <ul style="list-style-type: none"> <li>• We can provide carriers for your banner (optional)</li> <li>• Name listed as a sponsor in parade program</li> <li>• Recognition on our website</li> </ul>	<p><b><u>Light Post Banner Sponsor - \$275 (first year)</u></b></p> <ul style="list-style-type: none"> <li>• 3' x 6' Double-sided Parade banner with your name along the bottom hung on a light post</li> <li>• Less for yearly renewals</li> <li>• Business Card ad for the parade program</li> <li>• Recognition in our program and website (if deadlines met)</li> </ul> <p><b><u>2019 Renewal: \$125</u></b></p> <p>If you were a Light Post Banner in 2018, your renewal fee is \$125 for 2019</p>

**AD Dimensions**

**Artwork requirements**

**Format: PDF, JPG**

**Resolution: At least 300 dpi**

**Back Cover Page (W8.5" x 11"H) (not currently available)**

**Inside Back Cover page or Front page (W 8.5"x H 11")**

**Inside Full Page (W 8.5"x H 11")**

**Inside Half Page (W 8.5"x H 5.125")**

**Inside Quarter Page (W 3.875"x H 5.5")**

**Business Size (W 3.5"x H 2")**

Sponsors: please submit a separate colored logo linked to your website if you want either displayed on our website.

We will contact you after receiving your pledge page \*\*

**Sponsor and Advertiser Due dates and Deadlines**

**August 1, 2019--Confirmation/Pledge is due by this date**

**September 1, 2019--Artwork and Payments due by this date**

**(EXCEPT for Light Post Banners below)**

**Light Post banner**

**Approval by: 8/5**

**ALL Program Ads are in color**

**Payment due by: 8/20**