

# the **belk** Carolinas' Carrousel Parade

~A Thanksgiving Tradition~



With support from:



In-Kind Partners:



For partnership information, please contact Carolinas' Carrousel, Inc. at 704-525-0250 or [info@carrouselparade.org](mailto:info@carrouselparade.org).



the  
**bek** Carolinas'  
Carrousel Parade

# Overview

## A Thanksgiving Tradition

The **Carolinas' Carrousel Parade** has been the traditional kick-off of the holiday season in this region since 1947.

The parade, also known as the Carolinas' Thanksgiving Day Parade, has been recognized as the *fourth largest Thanksgiving Parade in the United States* by TravelMuse.com.

Your participation in this event will be seen, enjoyed and appreciated by thousands of families who are eager to welcome the start of their holiday activities.

**Audience:** Adults and children of all ages attend the parade and watch it on WBTV and Time Warner Cable.

26% have children in the home between the ages of 2 and 11.

**Date:** Thanksgiving Day – Thursday, November 24, 2011

**Time:** 10am to 12noon

**Location:** Uptown Charlotte – Tryon Street from 10<sup>th</sup> to Stonewall Street.

**Admission:** The parade is a FREE event, open to the public.

**Attendance:** Approximately 100,000 people came uptown to see the 2010 parade and about 165,000 watched the WBTV and Time Warner Cable On-Demand broadcasts of the parade.

# Past Sponsors & Participants

The parade and its affiliated scholarship program have enjoyed the support of many Charlotte-area companies and organizations, including:

- Belk
- Autobell Car Wash
- Food Lion
- Charlotte Regional Visitors Authority
- CPI Security Systems
- Wells Fargo Home Mortgage
- Central Piedmont Community College
- Piedmont Natural Gas
- Duke Energy
- Time Warner Cable
- Charlotte Bobcats
- WBTV
- Daimler Freightliner
- Carolina Clowns
- May 20<sup>th</sup> Society
- Charlotte Center City Partners
- Mecklenburg County Sheriff's Office
- McDonald's
- Latta Equestrian Center
- drumSTRONG
- Bojangles
- WPEG and WBAV
- Kiss 95.1 and K104.7
- WTVI
- WGIV
- Creative Loafing

Our charitable partner is:



# The 2010 Parade



# How You Can Get Involved

Carolinas' Carrousel, Inc. is honored to have Charlotte-based retailer **Belk** as the title sponsor for the Carolinas' Carrousel Parade. Belk has been part of the parade since its inception in 1947 and its on-going support is invaluable.

But your help is also needed to make the parade thrive and grow to effectively represent the strength and vitality of this region.

Many levels of partnership opportunities are available (see the following pages). If you would prefer to offer your support in other ways—tax deductible contributions, donations of goods and/or services, volunteering your time and effort—please don't hesitate to contact us.

If you would like to participate as a “special unit” (walking, dancing, specialty vehicle, etc.), contact us for pricing and information.

Please join Belk and other Carrousel partners and be an integral part of this time-honored regional tradition!



# The Carrousel Scholarship Program

In 1967, Carolinas' Carrousel, Inc. established the Carrousel Scholarship Program, which gives area high school seniors the opportunity to compete for numerous scholarships as well as participate in many exciting activities, culminating in appearing in the Belk Carolinas' Carrousel Parade on Thanksgiving Day. The scholarships are awarded on the basis of academic excellence and community involvement.

Since that time, Carrousel has helped hundreds of outstanding students as they pursue their college educations. Many have gone on to tremendous success and achievements both at school and in remarkable careers.

If you are interested in sponsoring our Scholarship program, please contact the Carrousel office at 704-525-0250.



2000 Carrousel Queen Sharon Oboshie Doku  
Harvard & Georgetown Law graduate, Int'l tax attorney



2010 Carrousel Queen Clarissa Liu



2005 Carrousel Queen Andrea Blanford  
UNC-Chapel Hill graduate, TV journalist

# 2011 Partnership Opportunities

## *Thanksgiving Feast Partner Level*

### **Your \$10,000 commitment entitles you to:**

- A professionally designed parade float featuring your name and logo\*.
- Custom float décor (valued at ≤\$1,000) to reinforce your brand and/or promotional programs.
  - Additional customization available at your expense.
- Your staff and/or family and friends riding on the float.
  - Carrousel Representatives may ride on your float. Notify Carrousel by October 14 if you choose this option.
- Logo link to your website from Parade website.
- Your logo and name featured during the WBTV broadcast of the Parade.
- Your logo on the official banner carried at the beginning of the Parade and on the banner displayed on the Parade Judges' stand (visible during the broadcast).
- Fourteen (14) seats in the VIP viewing stands for the Parade.
- A press release announcing your sponsorship and support of the Parade.
  
- A full-page ad in the program for the Carrousel Scholarship Program Awards Ceremony.
- Your logo featured in the Awards Ceremony program.
- Sponsor recognition during the Awards Ceremony presentation.
- Six (6) tickets to the Carrousel Scholarship Program Awards Ceremony.

\*If you are interested in having a custom-built float, contact Carrousel Office at 704-525-0250.



# 2011 Partnership Opportunities

## *Cornucopia Partner Level*

**Your \$5,000 commitment entitles you to:**

- A professionally designed parade float featuring your name and logo\*.
- Custom float décor (valued at ≤\$250) to reinforce your brand and/or promotional programs.
  - Additional customization available at your expense.
- Your staff and/or family and friends riding on the float.
  - Carrousel Representatives may ride on your float. Notify Carrousel by October 14 if you choose this option.
- Logo link to your website from Parade website.
- Your logo and name featured during the WBTV broadcast of the Parade.
- Eight (8) seats in the VIP viewing stands for the Parade.
- Your name in the program for the Carrousel Scholarship Program Awards Ceremony.
- Sponsor recognition during the Awards Ceremony presentation.
- Four (4) tickets to the Carrousel Scholarship Program Awards Ceremony.

\*If you are interested in having a custom-built float, contact Carrousel office at 704-525-0250.



# 2011 Partnership Opportunities

## *Holiday Partner Level*

**Your \$3,000 commitment entitles you to:**

- A professionally designed parade float featuring your name. Customization available at your expense.
- Your staff and/or family and friends riding on the float.
  - Carrousel Representatives may ride on your float. Notify Carrousel by October 14 if you choose this option.
- Logo link to your website from Parade website.
- Your logo and name featured during the WBTV broadcast of the Parade.
- Four (4) seats in the VIP viewing stands for the Parade.
- Your name in the program for the Carrousel Scholarship Program Awards Ceremony.
- Two (2) tickets to the Carrousel Scholarship Program Awards Ceremony.



# 2011 Partnership Opportunities

## *Rep Host Partner Level*

(Limited to a maximum of seven [7] Rep Host Partners)

### **Your \$1,500 commitment entitles you to:**

- A professionally designed parade float featuring your name. Customization available at your expense.
- Carrousel Representatives riding on the float.
- Partner acknowledgement on Parade website.
- Your name featured during WBTV broadcast of the Parade.
- Four (4) seats in the VIP viewing stands for the Parade.
- Your name in the program for the Carrousel Scholarship Program Awards Ceremony.
- Two (2) tickets to the Carrousel Scholarship Program Awards Ceremony.



# Custom Floats

- Would you like to have a float created just for you?
- Would you like to sponsor a themed float that will carry your signage and brand identity?

Our float production professionals will work with you to coordinate the design and construction of a custom-made float that will be a colorful, original showcase for your company or organization.

Contact Carolinas' Carrousel, Inc. at 704-525-0250 to explore the possibilities. For entry in the 2011 Belk Carolinas' Carrousel Parade, custom floats must be ordered **by mid-Summer.**

Belk Carolinas'  
Carrousel Parade

# 2011 Partnership Opportunities

## *In-Kind Partner*

**\*Your donation of goods/services valued at  $\geq$ \$500 entitles you to:**

- Logo link to your website from Parade website.
- Your name featured during the WBTV broadcast of the Parade.
- Two (2) seats in the VIP viewing stands for the Parade.
- Your name in the program for the Carrousel Scholarship Program Awards Ceremony.
- Two (2) tickets to the Carrousel Scholarship Program Awards Ceremony.

\*Contact Carolinas' Carrousel, Inc. to discuss your donation of goods and/or services.

the  
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# 2011 Partnership Opportunities

## Media Partner

**\*Your providing  $\geq$ \$1,000 in media exposure for the Parade entitles you to:**

- A professionally designed parade float featuring your name. Customization available at your expense.
- Your staff and/or family and friends riding on the float.
  - Carrousel Representatives may ride on your float. Notify Carrousel by October 14 if you choose this option.
- Logo link to your website from Parade website.
- Your name featured during the WBTV broadcast of the Parade.
- Four (4) seats in the VIP viewing stands for the Parade.
- Your name in the program for the Carrousel Scholarship Program Awards Ceremony.
- Two (2) tickets to the Carrousel Scholarship Program Awards Ceremony.

\*By September 14, you must submit a proposal to Carolinas' Carrousel, Inc. describing the media exposure the Parade will receive. A report indicating air times or publication dates is required as soon as possible after the Parade.



# 2011

## ***Honorary Benefactor***

Carolinas' Carrousel, Inc. depends on the generous support of partners and benefactors to make the Carolinas' Carrousel Parade and the Carrousel Scholarship Program possible. If the various partnership levels we offer are not appropriate for your company or organization or for you as an individual, please consider a tax-deductible contribution at a level more comfortable for you.

You may want to support a specific aspect of our Parade or Scholarship Program. For example, your company or organization may choose to fund the audio/visual presentation at our Scholarship Awards Ceremony or some of the food and beverage functions for our Carrousel Reps. Perhaps you would like to provide the funding for the Parade VIP Viewing area in uptown Charlotte or another parade feature. We are happy to discuss any possibilities with you.

The donations we receive help us with our operating expenses and support our efforts throughout the year. As a benefactor of Carolinas' Carrousel, you will be able to watch the 2011 Carolinas' Carrousel Parade knowing that you helped give families in the Charlotte region a very special holiday celebration and also contributed toward the college funds for our 2011 Carrousel Scholarship recipients.

### **As an Honorary Benefactor, you will receive:**

- Logo link on the Carolinas' Carrousel Parade website Partner page.
- Your name in the program for the Carolinas' Carrousel Scholarship Awards Ceremony.
- Two (2) seats in the VIP viewing stands for the Parade **OR** two (2) tickets to the Awards Ceremony.

# 2011 Carolinas' Carrousel Parade Partnership Levels

Benefits	Thanksgiving Feast Partner \$10,000	Cornucopia Partner \$5,000	Holiday Partner \$3,000	Rep Host Partner \$1,500	Media Partner ≥\$1,000 media exposure for Parade	In-Kind Partner ≥\$500 value donated goods/services
Professionally designed float	X	X	X	X	X	
Sponsor name on float	X	X	X	X	X	
Sponsor logo on float	X	X				
Custom décor on float*	≤\$1,000 value	≤\$250 value				
Sponsor personnel on float	X	X	X		X	
Carrousel Representatives on float	Sponsor option (in lieu of sponsor personnel)	Sponsor option (in lieu of sponsor personnel)	Sponsor option (in lieu of sponsor personnel)	X	Sponsor option (in lieu of sponsor personnel)	
Logo link on Parade website	X	X	X		X	X
Logo & name featured during Parade broadcast	X	X	X	Name only	Name only	Name only
Logo on banners in/at Parade	X					
VIP Seats at Parade	14	8	4	4	4	2
Press Release re Sponsorship	X					
Ad & Logo in Awards Ceremony Program	Full page ad + Logo					
Name in Awards Ceremony Program	X	X	X	X	X	X
Recognition during Awards Ceremony	X	X				
Tickets to Awards Ceremony	6	4	2	2	2	2
*Additional customization available at sponsor's expense (any sponsorship level)						

# Contact Information

## the belk Carolinas' Carrousel Parade

*~A Thanksgiving Tradition~*

For inquiries, please contact Linda Healy Vespa, executive director of Carolinas' Carrousel, Inc., at 704-525-0250 or e-mail at [linda@carrouselparade.org](mailto:linda@carrouselparade.org)



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With thanks to our sponsors:

