

Independence Day Hometown Parade: Entries, Vendors and Sponsors

Parade	Before 6/12	After 6/12	Festival	Before 6/12	After 6/12
Regular	\$40	\$65	Booth	\$65	\$105
Nonprofit	\$20	\$35	Non-profit	\$40	\$65
Customized Award *	\$200	n/a	Food	\$85	\$135

Sponsors: Support our parade and be seen 117,000 times

Sponsors	Newspaper Promotion	Parade Guide	Parade Map	100 Posters	Value **	Your Cost
Platinum	Logo	Full page	Logo	Logo	\$1,490	\$800
Gold	Logo	½ Page	Logo	Logo	\$1,001	\$500
Silver	Listing	¼ Page	Listing	Listing	\$486	\$275
Bronze	Listing	n/a	Listing	Listing	\$150	\$100

* Customized award: Winner selected and presented a customized plaque by the organization at the festival.
 Deadlines (placement & approved ad): Poster deadline, June 5th for June 11th distribution. Newspaper/Guide: June 12th for 18th edition, June 19th for 25th edition and June 25th for July 2nd edition.
 100% of the profit is donated to the Independence Day Hometown Parade.
 ** Value based on open advertising rate plus impressions @ \$2 and \$5 per thousand for listing and logo, respectively (combined 85,200 impressions newspaper promotions, parade map and posters). 12,000 parade guides will be printed and distributed (8,000 in the Valley Chronicle) as the inaugural issue of the Entertainer. Total readership = 32,400 (Source: National Newspaper Association of 2.7 readers per copy for weekly publications). Total impressions = 117,600
 Advertising dimensions (full color): Full page 10"x10.25", ½ page 10"x4.92", ¼ page 4.92"x2.61"

Order Description & Fees: _____ **Total Fees:** _____

Application and accompanying fees shall be submitted to the Independence Day Hometown Parade Citizens Committee. Checks made payable to: City of San Jacinto - Memo line: 4th of July Parade.

Organization: _____ Telephone: _____

Address: _____ Contact: _____

Comments: _____

Organization agrees that all sales final. Best efforts made for printing. Errors will be corrected with any make goods run in subsequent publication(s). ORGANIZATION AGREES TO LIMIT ANY CLAIMS INCLUDING PUNITIVE, LEGAL AND COURT FEES TO NOT EXCEED THE VALUE THREE YEARS OF SERVICES AT THE ABOVE RATE.

Organization Representative: _____ **Date:** _____

Print Name: _____