



PARADE UNDERWRITING OPPORTUNITIES

“Pot of Gold” Treasure Hunt • \$2,000 Sponsorship

- Your business name will be listed as the presenting sponsor of this promotion and will receive prominent placement on all print, radio, web and television collateral concerning this promotion
- Your business logo will be placed on parade t-shirts and you will receive comped float entry and primary placement if you choose to enter the parade
- This will be the primary promotion for the 2013 parade
- Outdoor advertisement will be used for this promotion
- Clues will be announced on a local television station website and the parade Facebook page
- Winning Pot of Gold cash prize of \$1,250

Be Our “Lucky” Guest Contest • \$750 Sponsorship

- Your business name will be listed as the presenting sponsor of this promotion and will receive prominent placement on all print, radio, web and television collateral concerning this promotion
- Your business logo will be placed on parade t-shirts and you will receive comped float entry if you choose to enter the parade
- One lucky fan of our Facebook site will be chosen at random to ride with a guest on the 4 Shreveport float
- The winning fan will receive free parade t-shirts and throws for the parade

Best Float Contest • \$500 Sponsorship

- Your business name will be listed as the presenting sponsor of this promotion and will receive prominent placement on all print and web collateral concerning this promotion
- Your business logo will be placed on parade t-shirts
- Judging will be conducted by 4 Shreveport parade officials and held in the staging area on parade date at 10am
- The winning float will receive a cash prize of \$300 and an award ribbon for their float

Children’s Coloring Contest • \$500 Sponsorship

**Every year we receive a HUGE response to this contest.*

- Your business name will be listed as the presenting sponsor of this promotion and will receive prominent placement on all print, web and television collateral concerning this promotion
- Your business logo will be placed on parade t-shirts
- Flyers with your business logo will go out to all Caddo and Bossier Parish schools and libraries to promote this contest
- Coloring pages with your business logo can be downloaded from the 4 Shreveport website and mailed to 4 Shreveport
- The winning child will receive a cash prize of \$75 and a free parade t-shirt

Children’s Leprechaun Costume Contest • \$250 Sponsorship

- Your business name will be listed as the presenting sponsor of this promotion and will receive prominent placement on all print, radio and television collateral concerning this promotion
- Banners during the parade will be used for this promotion
- Flyers will go out to all Caddo and Bossier Parish schools and libraries to promote this contest
- Entries will be collected through the 4 Shreveport email and Facebook page
- The winning child will receive a cash prize of \$75, a free parade t-shirt and an award ribbon to wear during the parade

General Parade Sponsorship • All monetary levels welcome

- 4Shreveport is made up of volunteers who donate their time to this great family friendly event. 100% of proceeds raised from donations and t-shirt sales go to the Charity of the Year after the parade insurance and police officers have been paid. All donors will have their name/business logo listed on the new website. Your donation is tax deductible, truly appreciated and is promised to make a difference.