



2008 Lynchburg Christmas Parade

Hosted by the Lynchburg Fire & EMS Foundation, Inc.
December 6, 2008 - 5pm

SPONSORSHIP OPPORTUNITIES

Be part of the action this December: The Lynchburg Fire & EMS Foundation, Inc. offers your company/organization a unique advertising opportunity- the **2008 Lynchburg Christmas Parade**. Virginians of all ages love the annual Lynchburg Christmas Parade. Every December they turn out along the streets of historic downtown Lynchburg for two hours of marching bands, colorful floats, antique cars and motorcycle clubs, equestrian and military units, beauty queens, emergency vehicles, and much more. Last year, over 120 individual, corporate, or organizational entries participated in this exciting event. The Lynchburg Christmas Parade is the only annual parade in Lynchburg and it's even more exciting when it's held "under the lights" as dusk falls across Lynchburg.

A Proud History: The first Lynchburg Christmas Parade was held in 1959, hosted then by the Lynchburg Jaycees. In 2003, the Lynchburg Fire & EMS Foundation became the host of the annual event in an agreement with the Lynchburg Jaycees and the City of Lynchburg.

The Lynchburg Fire & EMS Foundation, Inc. remains committed to presenting a bigger and better parade each year. The parade committee is made up of Foundation officials and representatives of the City of Lynchburg and many businesses and organizations throughout Lynchburg. It works with corporate sponsors to secure funding for insurance and promotion and for prizes to attract top high school bands.

Additional Benefits: In addition to your name and logo appearing on printed advertisements, as a sponsor your company's/organization's name and logo will appear on the Parade's website (www.lynchburgparade.com) Lynchburg Fire & EMS Foundation website (www.thefirefoundation.com) and other parade-related media coverage and promotional opportunities. Over 1,000 parade posters will be distributed across the City of Lynchburg, along with advertisements in local print media and local television and radio announcements.

More Details: Four different sponsorship levels exist- from \$50 to \$1000. You can have your name added to the list of sponsors and have your name added to the list of a growing list of businesses and organizations supporting this event. Banners will be displayed along the parade and in the parade for our major sponsors.

The Best Part: The best part is your sponsorship is tax-deductible to the extent allowed by the IRS code. The Lynchburg Fire & EMS Foundation is a 501 (c)(3) non-profit corporation founded to provide resources to the Lynchburg Fire & EMS Department that

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Visit us online at: www.lynchburgparade.com –or– www.thefirefoundation.com

are not otherwise provided for by the City of Lynchburg. Proceeds from the sale of the calendars will be used to further enhance the emergency services capabilities in the City of Lynchburg.

For more information: Keep reading! Attached you will find a sponsorship agreement form that outlines the specifics of the four sponsorship levels. Simply complete the form and return it to us. A parade committee representative will contact you regarding your artwork/logo and payment. If you have additional questions contact us at 434.455.6342 or e-mail jason.campbell@lynchburgva.gov

Act Now: The 2008 Lynchburg Christmas Parade is gearing up to be the largest holiday event in the region and the best Christmas parade ever, so you must act now. Become a sponsor of this unique outstanding event. Complete and return the attached agreement by November 9, 2007.