

Dear Friend,

The Thirty Third Annual Ocean County Columbus Day Parade and Italian Festival will be held on the weekend of October 11th through the 13th. The weekend will culminate with our Parade, which will step off at One O'clock PM Sunday, on the Boulevard in Seaside Heights.

This year we will be celebrating our Thirty Third Year of this autumn tradition at the Jersey Shore. We are working hard to make our Parade and Festival even better and more popular. Over the years it has become one of the most popular ethnic celebrations in our state.

In addition to the numerous guests, groups, organizations and bands that will participate in this year's Parade and Festival, we will once again host a very special musical group from overseas. Our guests from Italy always add a touch of authentic flavor to the celebration and prove to be a highlight of the weekend.

We have planned many events that will lead up to the Parade weekend including a Dinner Dance honoring our Grand Marshal, a pair of fund raising raffles, a golf outing and our annual benefit sponsored by Carrabba's Italian Grill in Brick Township. The money raised from these events helps us keep making the Ocean County Columbus Day Parade and Italian Festival better every year.

The Parade Committee is always seeking sponsors for the various scheduled events of the Parade and Italian Festival. The cost of hosting the Parade and Festival easily exceeds \$130,000 annually. I have enclosed a list of some events and the suggested contributions for sponsorship of these popular components of our celebrations. Any donation and sponsorship is always greatly appreciated.

Please review this brochure and determine how you could best help us make the Thirty Second Annual Ocean County Columbus Day Parade and Italian Festival our best one yet. Please respond by September 1, 2024 so that we can plan our advertising efforts with our sponsors.

If you have any further questions, do not hesitate to contact me at 732-477-6507.

Thank You,



Michael A. Blandina  
Parade Chairman

# OCEAN COUNTY COLUMBUS DAY PARADE & ITALIAN FESTIVAL



## 2024 Sponsorship Opportunities

## Be part of the excitement this year!



Please send payment to us with a brief description of your company, including company name, contact, phone number, address, email and webpage. Make checks payable to: O.C. Columbus Day Parade Committee  
Mail to: 249 Hawaii Drive, Brick, New Jersey 08723  
or Email to: [info@columbusnj.org](mailto:info@columbusnj.org)

Note: The Ocean County Columbus Day Parade Committee reserves the right to use any of our videos and pictures for future advertisement.

# Large Band or Float SPONSORSHIP

For **\$1600**, a corporation, business, or organization will be the sole sponsor of one of the **larger musical events or promotional floats**. If you choose to sponsor a band, a banner with your name will accompany the band up the Boulevard the day of the parade. If you choose to sponsor a float, your corporation or business name will be placed upon a large float as it moves up the Boulevard. Your corporation or business will also be announced at the reviewing stand and as a part of any television broadcast.

**For maximum exposure, your company logo and a link can be added to our website with a multi-year sponsorship of \$3000 or more.**



**FOR MORE INFORMATION, PLEASE CALL 732-477-6507 OR VISIT WWW.COLUMBUSNJ.ORG**

# Antique Car Show SPONSOR

For **\$1500**, a corporation or business can be a sponsor of our **Antique Car Show or the Main Stage and a Parade Band**. As a sponsor of the Antique Car Show, a banner with your name will be displayed at the show and will accompany Antique Cars in the parade. If you choose to sponsor the Main Stage and a Parade Band, a sign bearing your name will be prominently displayed at the Italian Festival on the front of the Main Stage. Additionally, as a Parade Band Sponsor, a banner with your name on it will accompany a band up the Boulevard in the parade. With both sponsorships you may also display your products, if you wish, at our Italian Festival. Your corporation or business will also be announced at the reviewing stand and as part of any television broadcast.

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# Italian Festival SPONSORSHIP



**Ask about sponsoring a group from Italy!**

For **\$2500**, a corporation or business can be a sponsor of the main entertainment stage and a band participating in the parade. As a sponsor of the entertainment stage your company name will be placed on a sign attached to the stage and on a banner that will accompany your sponsored band. Your logo can be added to our ads, posters and flyers with a multi-year sponsorship of \$3000 or more. This sponsorship receives high visibility and is available on a first come first serve basis.

**Call us about other Parade, Italian Festival, Reviewing Stand, Entertainment and Dining Tent, and Entertainers from Italy Sponsorships that are needed!**



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# Band or Entertainment SPONSOR

**The Entertainment and Dining Tent** name sponsor is available for **\$1000**. This sponsor receives the highest visibility at the entrance to our entertainment and dining tent. The sponsor is also mentioned during the shows in the tent. For **\$500**, a corporation, local business, or organization can sponsor one of the **bands participating in the parade**. A banner with your name on it will accompany the band up the Boulevard the day of the parade. Your corporation or business will also be announced at the reviewing stand. For **\$350**, you may sponsor our spectacular entertainment acts at our Italian Festival. Your name will be placed on our entertainment sponsor signs in our Italian Festival Tent.

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