



The Annual

GERMAN-AMERICAN STEUBEN PARADE

of New York City

ROBERT K. RADSKE, *General Chairman*

59th Steuben Parade
Saturday/Samstag
September 17, 2016

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of Greater New York, Inc.
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Klaus Wowereit

*Member, Executive Committee

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To Whom it May Concern:

For over fifty years, the German-American Steuben Parade has been the most public display of German-American Friendship in the United States. Traditionally, the parade celebrates German-American culture and tradition as well as the historic achievements of many German immigrants. Over the last few years, we have put a much stronger focus on presenting our tens of thousands of spectators with a friendly contemporary picture of Germany and German-American friendship.

Today, I am inviting you to partner with the Steuben Parade Committee and provide your support in our ongoing efforts to keep the many transatlantic partnerships we have alive.

The following pages show the Sponsorship Packages that are being offered for 2016. As you will see there are many different options from which to choose - and many different ways to promote your brand along the way. You may simply place an ad in our Gala Journal which will be seen by some 400 guests at our black-tie banquet on the eve of the Parade or you may have your own presence within the Parade on Fifth Avenue in New York City.

Every year, some 50,000 spectators join us to watch the Steuben Parade march up Fifth Avenue to 86th Street. We are proud to offer you not only a great way to support the German community and foster German-American friendship, but also an excellent opportunity for your message to reach a dedicated consumer audience.

There are different ways to justify providing your support to the German-American Steuben Parade. Experience tells us that some companies have found an appreciative audience at our events and were able to showcase product or services to a targeted crowd with a strong German-American interest. But we also know that not every investment in the Steuben Parade pays off financially - that's where a philanthropic approach must be considered.

As Germans in America, corporations as well as private citizens, we all benefit from a positive image of Germany and strong transatlantic ties. The Steuben Parade plays a major role in keeping German-American friendship alive and well. Our work deserves your support.

Of course, the German-American Committee of Greater New York, which has been organizing the Steuben Parade and other cultural events for over half a century with an all-volunteer force, is a nonprofit organization with 501(c)3 status, and your support is tax-exempt as described on the following pages.

We are grateful for your support. Please contact us with any questions you might have; we look forward to hearing from you.

Very best regards,

Robert K. Radske,
General Chairman
German-American Steuben Parade



PREMIUM CORPORATE PACKAGES

Benefactor (\$20,000 / \$18,600 tax-deductible)

- **Exclusive Appearance within the Steuben Parade**
(Details to be determined individually)
- **Steuben Parade VIP Package**
 - o 10 VIP tickets (1 Table) with Premium Seating at the Parade Gala
 - o 10 VIP tickets to the Gala Cocktail Reception
 - o 10 VIP tickets to the Steuben Parade Grand Stand and Oktoberfest in Central Park
- **VIP/Chairman reception with Dignitaries and New York City Mayoral Representative (TBD)**
- 1 full page ad in the Souvenir Journal
- Premier logo placement and Link on Steuben Parade Website and Brochures

Patron (\$10,000 / \$9,440 tax-deductible)

- **Steuben Parade VIP Package**
 - o 4 VIP tickets with Preferred Seating at the Parade Gala
 - o 4 VIP tickets to the Gala Cocktail Reception
 - o 4 VIP tickets to the Steuben Parade Grand Stand and Oktoberfest in Central Park
- **VIP/Chairman reception with Dignitaries and New York City Mayoral Representative (TBD)**
- 1 full page ad in the Souvenir Journal
- Preferred logo placement and Link on Steuben Parade Website and Brochures

Friend (\$5,000 / \$4,720 tax-deductible)

- **Steuben Parade VIP Package**
 - o 2 VIP tickets with Preferred Seating at the Parade Gala
 - o 2 VIP tickets to the Gala Cocktail Reception
 - o 2 VIP tickets to the Steuben Parade Grand Stand and Oktoberfest in Central Park
- **VIP/Chairman reception with Dignitaries and New York City Mayoral Representative (TBD)**
- 1 half-page ad in the Souvenir Journal
- Logo placement and Link on Steuben Parade Website and Brochures

Supporter (\$2,500 / \$2,250 tax-deductible)

- **Steuben Parade VIP Package**
 - o 2 VIP tickets with Preferred Seating at the Parade Gala
 - o 2 VIP tickets to the Gala Cocktail Reception
 - o 2 VIP tickets to the Steuben Parade Grand Stand and Oktoberfest in Central Park
- **VIP/Chairman reception with Dignitaries and New York City Mayoral Representative (TBD)**
- Quarter-page ad in the Souvenir Journal
- Logo placement and Link on Steuben Parade Website