



2024 German-American Steuben Parade Sponsorship

SINCE 1957, WHEN THE FIRST GERMAN-AMERICAN STEUBEN PARADE MARCHED ON MYRTLE AVENUE IN RIDGEWOOD, QUEENS, GERMANIC HERITAGE AND CULTURE HAVE PROUDLY BEEN ON DISPLAY IN NEW YORK CITY. THE NYC STEUBEN PARADE HAS GROWN INTO THE LARGEST EVENT OF ITS KIND IN THE UNITED STATES. EACH SEPTEMBER THE PARTICIPANTS COME TOGETHER TO HONOR THEIR GERMAN, AUSTRIAN AND SWISS AMERICAN CULTURE AND TRADITIONS AND TO APPLAUD THE ACHIEVEMENTS OF THE MANY GERMANIC IMMIGRANTS TO THE UNITED STATES.

THIS YEAR OUR ANNUAL FORMAL GALA & SILENT AUCTION BENEFITTING THE STEUBEN PARADE WILL BE HELD ON FRIDAY, SEPTEMBER 20, 2024 AT THE VIEW AT BATTERY PARK. THE GALA BANQUET IS OUR BIGGEST FUNDRAISER AND IS ATTENDED BY DIGNITARIES FROM NEW YORK CITY, WASHINGTON DC AND GERMANY.

FOR MORE INFORMATION ON THE GERMAN-AMERICAN STEUBEN PARADE, PLEASE FEEL FREE TO REACH OUT WITH ANY QUESTIONS OR VISIT THE FOLLOWING:

GERMANPARADENYC.ORG
FACEBOOK.COM/STEUBENPARADENY
INSTAGRAM.COM/STEUBENPARADENY
MARKETING@GERMANPARADENYC.ORG | ANITAR@GERMANPARADENYC.ORG

BENEFITS OF SUPPORT

INTRODUCE YOUR BRAND TO GUESTS FROM THE TRI-STATE AREA, AS WELL AS GERMANY & AUSTRIA

CREATE AWARENESS OF YOUR COMPANY ON PRINT AND DIGITAL EVENT MATERIALS

REACH OUR SOCIAL MEDIA AUDIENCE OF OVER 5,000 FOLLOWERS

SUPPORT THE STEUBEN PARADE'S MISSION TO PRESERVE AND PROMOTE GERMAN-AMERICAN FRIENDSHIP & TRADITIONS IN NYC



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SPONSORSHIP	BENEFITS
Title Sponsor \$10,000	Logo on all printed & digital material, advertisements on social media (opportunity for sponsor to create reels/posts to be shared on Parade pages, Full Page Slide in Digital Journal, Commercial or Full Screen Ad during Parade Livestream, 10 VIP Gala and Grandstand Tickets
Beer & Wine Donors	Advertisements on social media (opportunity for sponsor to create reels/posts to be shared on Parade pages), Full Page Slide in Digital Journal, Commercial or Full Screen Ad during Parade Livestream, 2 VIP Gala and Grandstand Tickets
Band Sponsor \$5,000	Full page ad, Name/logo with acknowledgement in welcome booklet & digital journal, 4 VIP Gala & Grandstand Tickets
Gift Bag Donor	Logo alongside Parade logo on Gift Bag, item donated for Gift Bag, acknowledgment in welcome booklet & digital journal
Digital Journal or Lighting Sponsors \$2,500 each	Acknowledgment in welcome booklet & digital journal, 2 VIP Gala & Grandstand Tickets
Welcome Table & Booklet Sponsor \$2,000	Customized signage on welcome table, Acknowledgment in welcome booklet & digital journal, 2 VIP Gala & Grandstand Tickets
Gift Bag Item Donors	Customizable sponsorship benefits - have your product or logo on an item in our guest gift bags
Silent Auction Item Donors	Customizable sponsorship benefits - have your product featured in our Silent Auction



2024 German-American Steuben Parade Gala & Silent Auction Sponsorship

DIGITAL JOURNAL AD & TABLE CENTERPIECE ADD-ON

Full Page \$2,500	Half Page \$1,250	Quarter Page \$500	Eighth Page \$250	<p>SILENT AUCTION PRODUCT DONATION</p> <p>Support our Parade with an in-kind product donation</p> <p>Benefits may include:</p> <p><i>Your business listed on our website and Live Stream on Parade Day</i></p> <p><i>An ad in our Digital Journal at the Gala</i></p> <p><i>Promotion of your brand on our social media pages</i></p>
With Centerpiece Sponsorship \$2,750	With Centerpiece Sponsorship \$1,500	With Centerpiece Sponsorship \$750	With Centerpiece Sponsorship \$500	

OUR DIGITAL JOURNAL WILL BE PLAYED ON LOOP THROUGHOUT DINNER

A PDF VERSION OF THE JOURNAL WILL BE AVAILABLE ON OUR WEBSITE AND SHARED ON SOCIAL MEDIA

DEADLINES

JULY 31, 2024
IF YOU REQUIRE ARTWORK TO BE DONE BY GALA COMMITTEE

AUGUST 8, 2024
COMPLETED ARTWORK & FINAL PAYMENTS

ASK US ABOUT OUR SMALL BUSINESS & PERSONAL AD PRICES



BENEFACTOR (\$20,000 / \$11,200 TAX-DEDUCTIBLE)

- EXCLUSIVE APPEARANCE WITHIN THE STEUBEN PARADE (DETAILS TO BE DETERMINED INDIVIDUALLY)
- STEUBEN PARADE VIP PACKAGE
 - 10 VIP TICKETS (1 TABLE) WITH PREMIUM SEATING AT THE PARADE GALA
 - 10 EXECUTIVE TENT TICKETS TO THE STEUBEN PARADE GRAND STAND AND OKTOBERFEST IN CENTRAL PARK
- LOGO PLACEMENT AND MENTION ON LIVE STREAM
- 1 FULL PAGE SLIDE IN THE DIGITAL JOURNAL - PREMIER LOGO PLACEMENT AND LINK ON STEUBEN PARADE WEBSITE AND BROCHURES

PATRON (\$10,000 / \$4,200 TAX-DEDUCTIBLE)

- STEUBEN PARADE VIP PACKAGE
 - 4 VIP TICKETS WITH PREFERRED SEATING AT THE PARADE GALA
 - 4 EXECUTIVE TENT TICKETS TO THE STEUBEN PARADE GRAND STAND AND OKTOBERFEST IN CENTRAL PARK
- LOGO PLACEMENT ON LIVE STREAM
- 1 FULL PAGE SLIDE IN THE DIGITAL JOURNAL - PREFERRED LOGO PLACEMENT AND LINK ON STEUBEN PARADE WEBSITE AND BROCHURES

FRIEND (\$5,000 / \$2,200 TAX-DEDUCTIBLE)

- STEUBEN PARADE VIP PACKAGE
 - 2 VIP TICKETS WITH PREFERRED SEATING AT THE PARADE GALA
 - 2 VIP EXECUTIVE TENT TICKETS TO THE STEUBEN PARADE GRAND STAND AND OKTOBERFEST IN CENTRAL PARK
- SPONSOR NAME LISTED ON LIVE STREAM
- 1 HALF-PAGE SLIDE IN THE DIGITAL JOURNAL
- LOGO PLACEMENT AND LINK ON STEUBEN PARADE WEBSITE AND BROCHURES

SUPPORTER (\$2,500 / \$1,500 TAX-DEDUCTIBLE)

- STEUBEN PARADE VIP PACKAGE
 - 2 VIP TICKETS WITH PREFERRED SEATING AT THE PARADE GALA
 - 2 EXECUTIVE TENT TICKETS TO THE STEUBEN PARADE GRAND STAND AND OKTOBERFEST IN CENTRAL PARK
- SPONSOR NAME LISTED ON LIVE STREAM
- QUARTER-PAGE SLIDE IN THE DIGITAL JOURNAL
- LOGO PLACEMENT AND LINK ON STEUBEN PARADE WEBSITE