



HOLIDAY PARADE of BOATS

Light Up the Night Parade Party

The Rotary Club of Charleston & The City of Charleston
Dec. 9, 2017 | 5pm - 8pm | Charleston Maritime Center | 10 Wharfside Street

Sponsor Fact Sheet

'Tis the season to jingle and mingle on the harbor front! The fourth annual Light Up the Night Holiday Parade of Boats combines two of the Lowcountry's most beloved traditions – the allure of the harbor and twinkling holiday lights. A viewing party filled with the sounds of the season surrounded by captivating lights will be held at the Charleston Maritime Center on Saturday, December 9, 2017. Boats adorned with colorful lights will promenade past the viewing docks while guests on shore fill the air with their favorite holiday carols and feast on the scrumptious tastes of the season. This family friendly event is sure to become a holiday tradition for young and old from near and far.

Attendance: **More Than** 750 Merrymakers

Ticket Options: \$25 in advance / \$30 at the door – Children 17 and under \$5

- Tastes of the Season BBQ
- Sweet Treats
- Cash Bar
- Caroling
- Special Santa Meet and Greet

Ho Ho Ho Hospitality Room \$75 per person

- Upgraded food
- Open Bar (Beer & Wine)
- Climate controlled view of Charleston Harbor and Parade
- Access to event grounds & activities

VIP Friends and Sponsor Packages start at \$250

Contact: **Rotary Club of Charleston, P.O. Box 21029, Charleston, SC 29413**
heidifinniff@gmail.com

Charitable Information

Proceeds from the *Light Up the Night* viewing party support the Rotary Club of Charleston Fund (RCCF) which is a charitable grant-making fund used exclusively for charitable purposes. The RCCF makes

contributions primarily to support local community needs in the areas of health, education, welfare and other philanthropic purposes.

Through the RCCF, the Club has contributed hundreds of thousands of dollars to local projects and has provided leadership that led to real ways to help people in our community. Among the local institutions that the Historic Rotary Club of Charleston helped start are the Coastal Community Foundation and the local Boy Scouts movement. Funds support many other admirable causes and scholarships such as Camp Puff 'n Stuff, Water Missions International, the Florence Crittenton Home, YMCA Y Achievers program, Veterans On Deck, and Communities In Schools... just to name a few.



Sponsorship Information

Rudolph Sponsor Level ~ \$5,000

Advance Advertising and Media Benefits

- Press release sent to all local and regional media announcing sponsorship
- Opportunity to be listed as exclusive advance ticket location (example: Tickets may be purchased in advance at (your company name) locations)
- Logo and website link prominently placed on the event website and Facebook page
- Premier logo and link on all e-blast promotions
- Premier logo or brand placement on all promotional materials, posters, signs, print, radio and television advertisements

On-site Promotional Benefits and Opportunities

- 16 VIP tickets to the Ho Ho Ho Sponsor Hospitality Room
- 64 General Admission tickets
- Opportunity to distribute information and/or items to attendees on-site
- Opportunity to place logo on cups, napkins or other items at the event
- Prime location of a 10x10 promotional pavilion on-site
- Opportunity to display two (2) corporate banners on-site (company provides banners)
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- Acknowledgement from stage as a premier sponsor throughout the event

Prancer Sponsor Level ~ \$2,500

Advance Advertising and Media Benefits

- Logo and website link prominently placed on the event website and social media pages
- Logo and link on all e-blast promotions

On-site Promotional Benefits and Opportunities

- 8 VIP tickets to the Ho Ho Ho Sponsor Hospitality Room
- 32 General Admission tickets
- Opportunity to display one (1) corporate banner on-site (company provides banner)
- Listed in P&C Charleston Scene advertisement Wed., Dec. 6 as a "Friend of Light Up the Night"
- Acknowledgement from stage as a sponsor throughout the event

Dancer Sponsor Level ~ \$1,000

Advance Advertising and Media Benefits

- Logo and website link prominently placed on the event website and social media pages
- Logo and link on all e-blast promotions
- Listed in P&C Charleston Scene advertisement Wed., Dec. 6 as a "Friend of Light Up the Night"

On-site Promotional Benefits and Opportunities

- 4 VIP tickets to the Ho Ho Ho Sponsor Hospitality Room

- 16 General Admission tickets
- Acknowledgement from stage as a sponsor throughout the event



VIP Friend Information

The Friends of Light Up the Night sponsor level provides access into the **Ho Ho Ho Hospitality Room** at the Charleston Maritime Center along with Sponsors and honored guests. Friends will enjoy complimentary food and beverages as they view the holiday boats.

Friend \$500 Level

- 6 VIP tickets with access to the Ho Ho Ho Hospitality Room
- 6 General Admission tickets
- Listed on event website and in the P&C Charleston Scene advertisement Wed., Dec. 6 as a "Friend of Light Up the Night" as a "Friend of Light Up the Night"

Friend \$250 Level

- 4 VIP tickets with access to the Ho Ho Ho Hospitality Room
- Listed on event website and in the P&C Charleston Scene advertisement Wed., Dec. 6 as a "Friend of Light Up the Night" as a "Friend of Light Up the Night"



Address 2: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Email: _____

PAYMENT

Payment enclosed Send Invoice Credit Card

Visa Master Card American Express

Card Number _____ Exp _____

Date _____ SIC _____

Cardholder Name _____

Please return the completed form to:

Rotary Club of Charleston
P.O. Box 21029
Charleston, SC 29413
heidifinniff@gmail.com