



57TH ANNUAL NORTHERN BERKSHIRE

FALL FOLIAGE FESTIVAL PARADE – Sunday, September 30, 2012

SPONSORSHIP GUIDELINES

<u>Level</u>	<u>Cost</u>	<u>Benefits</u>
• Platinum Leaf	\$1000 and up	Full page, full color, page ad in the Official Parade Program, Parade Banner, and sponsor listing in the <i>Berkshire Business News</i> , and on www.fallfoliageparade.com .
• Gold Leaf	\$750-\$999	Half page, full color, ad in the Official Parade Program, Parade Banner and sponsor listing in the <i>Berkshire Business News</i> , and on www.fallfoliageparade.com .
• Silver Leaf	\$500-\$749	Quarter page ad in the Official Parade Program, Parade Banner and sponsor listing in the <i>Berkshire Business News</i> and on www.fallfoliageparade.com .
• Bronze Leaf	\$250-\$499	Eighth page ad in the Official Parade Program, sponsor listing in the <i>Berkshire Business News</i> and www.fallfoliageparade.com , and Parade Banner*
• Red Leaf	\$75-\$249	Sixteenth page ad in the Official Parade Program, sponsor listing in Official Parade Program and on www.fallfoliageparade.com .

Official Fall Foliage Program

The program will be a 16-page insert with 27,500 copies printed. It will be distributed in the North Adams Transcript, Berkshire Eagle and the Advocate. An electronic version of the program will also be available at www.fallfoliageparade.com

Banners

Banners are included in the Platinum, Gold, and Silver Leaf sponsorships only. *If you are a Bronze sponsor and we have a banner for you from a previous year's parade you will be allowed to display your banner in the parade. If we do not have a banner, you will be required to provide one. If your increased donation brings you to a banner level, we need your donation prior to **August 31st** in order to prepare the banner.

Banner Carriers: You are strongly encouraged to provide two banner carriers. We have a limited number of volunteers to assist with banner carrying and we cannot guarantee carriers for your banner. Having people from your organization carry the banner is also a perfect opportunity to show pride in your employees and your organization.

Website

The Fall Foliage Festival Committee utilizes www.fallfoliageparade.com to post updates about the parade, including sponsorship information, bands, floats, and marching units.