

Dear Community Leader:

For the past 20 years, the LAX Coastal Chamber of Commerce has produced the largest event in this community—the LAX Coastal Fourth of July Parade. The Chamber is a strong believer that events such as this are vital to the quality of life for communities and we are thrilled to continue this neighborhood tradition. This year on Thursday, July 4, 2019 our community will come together to celebrate our nation’s birthday and the parade’s 20th anniversary under the theme of **“America: Better Together.”**

Raising money each year is no easy task, which is why we need the help of our generous sponsors and community partners. This event would not be possible without your support, so we ask that you please consider one of the following sponsorships:

- **Title Sponsor \$10,000** - Opportunity to lead the parade, 4 commercials throughout the event, opportunity to have pop-up booth at event, recognition in script, premium logo on all collateral materials, logo on opening banner walked down Loyola Blvd., logo in parade program distributed via the Hometown News, Title Sponsor in all press releases, Access for 10 to VIP event, Naming rights for VIP tent
- **Admiral Sponsor \$5,000** - 3 commercials throughout the event, opportunity to have pop-up booth at event, recognition in script, premium logo on all collateral materials, logo on opening banner walked down Loyola Blvd., logo in parade program distributed via the Hometown News, Admiral Sponsor in all press releases, Access for 10 to VIP event, Naming rights for Chairman’s Award Float
- **Celebration Sponsor \$3,500** - 2 commercials throughout the event, recognition in script, logo on all collateral materials, logo on opening banner walked down Loyola Blvd., logo in parade program distributed via the Hometown News, Celebration Sponsor in all press releases, Access for 6 at VIP breakfast, Naming rights for one of the following: Marching Band Sponsor (only 3 available), Awards Sponsor (only 3 available), Announcer Booth Sponsor (only 3 available)

- **Flagship Sponsor \$2,500** - 1 commercial throughout the event, recognition in script, logo on all collateral materials, logo on opening banner walked down Loyola Blvd., logo in parade program distributed via the Hometown News, Flagship Sponsor in all press releases, Access for 4 at VIP breakfast
- **Freedom Sponsor \$1,500** - Recognition in script, logo on all collateral materials, logo on opening banner walked down Loyola Blvd., logo in parade program distributed via the Hometown News, Freedom Sponsor in all press releases, Access for 4 at VIP breakfast
- **Patriot Sponsor \$1,000** – Recognition in script, logo on all collateral materials, logo on opening banner walked down Loyola Blvd., logo in parade program distributed via the Hometown News, Patriot Sponsor in all press releases, Access for 2 at VIP breakfast **Please note, any sponsorship lower than Patriot level is **not allowed** to pass out promotional items along the parade route*
- **Friend of the Parade Sponsor \$500** - Name on all collateral materials, name on opening banner walked down Loyola Blvd., name in parade program distributed via the Hometown News, Friend of the Parade sponsor in all press releases

Additionally, with each of the above sponsorship levels, we invite our donors to attend the VIP breakfast and carry the American flag down as the first official entry of the parade. Thank you for your consideration and please do not hesitate to contact the Chamber at (310) 645-5151 if you have any questions. We truly appreciate your support and hope we can count on you for this amazing community event!

Sincerely,



Gwen Vuchsas
Founding Parade Chair



Christina Davis
President/CEO