

2024 Columbus Day Parade

Sponsorship Opportunities

Join Us in Celebrating Columbus Day with the
2024 Parade Chairman, Scott Harris of

SCOTT HARRIS
Hospitality



There are so many opportunities to get involved!
Check the box you would like to participate in



Corporate Sponsorship

☐ Green Package

\$10,000.00

Includes: Parade Float with Premium Parade Placement, 15-Second Television Commercial on ABC TV, Two tickets to Presidents' Gala, Four Select Seats at the Italian Concert, Placement in select advertising, Purple page in the Columbus Day Ad Book

☐ White Package

\$25,000.00

Includes: Parade Float with Premium Parade Placement, 15-Second Television Commercial on ABC TV, Special Recognition and Four tickets to Presidents' Gala, 10 Premium Seats to Italian Concert and Video Wall Ads, Premium Placement in all advertising, Gold page in the Columbus Day Ad Book, Social Media Campaign

☐ Red Package

\$50,000.00

Includes: 90-Second Video dedication on Television, Parade Float with Premium Parade Placement, Front Line Walk, Two 15-Second Television Commercials on ABC TV, Special Recognition and 10 tickets to Presidents' Gala, 10 Premium Seats to Italian Concert and Multiple Video Wall Ads and Stage Mentions, Presenting Scholarship Placement in all Advertising, Premium Placement in all advertising, Gold page in the Columbus Day Ad Book, Premium Social Media Campaign

☐ Cabrini

\$3,000.00

Includes: Float in 1st Section of the Parade, Free Purple Page Ad in Program Book

☐ Da Vinci

\$2,250.00

Includes: Float in 2nd Section of the Parade, Free Gold Page Ad in Program Book

☐ Fermi

\$1,500.00

Includes: Parade Float in 3rd Section of the Parade, Free Silver Page Ad in Program Book

Float Packages

☐ Sophia

\$1,000.00

Business or Personal Vehicle

☐ Additional Add On

\$250

Musical Performer on Float with audio equipment

Ads and Vignettes

Video Vignette

☐ **\$2,500.00**

(Includes Production) Commercial aired two times during the parade

Ad in the Parade Program Book

☐ (Ad Sizes are 5.5" by 8.5")

Inside Front Cover: \$2,000.00

Inside Back Cover: \$1,500.00

Purple Border Page: \$500.00

Gold Border Page: \$300.00

Silver Border Page: \$200.00

White Page: \$100.00

Fra Noi

☐ Fra Noi Heritage Month Section

Place your ad in Chicago's Italian American Magazine (limited availability!)

Double Page Sponsorship: \$1,000.00

Includes exclusive advertisement space on two pages in the Fra Noi Magazine

Single Page Sponsorship: \$500.00

Includes exclusive advertisement space on one page in the Fra Noi Magazine

Sponsor Name _____

Contact Name _____

Email _____ Phone _____

Address _____

City _____ State _____ Zip _____

Please submit to the JCCIA | 3800 Division St., Stone Park, IL | jcc@jccia.com | 708-450-9050