



Main Street Oceanside's Parade Sponsorship Opportunities

Oceanside Independence Parade overview: The Independence Parade is an annual event that draws thousands of San Diego North County residents to cheer on their favorite float and their appreciation to the military families of San Diego County. The parade theme for 2022 is "Oceanside Strong" as we honor our community's first responders and essential workers during the COVID-19 pandemic. The parade will take place on **Saturday, June 25, 2022, at 10 a.m.**

Please take a moment to review our sponsorship opportunities to support the Oceanside Independence Parade in downtown Oceanside.

Independence Parade Title Sponsor: \$10,000

- Event naming rights (i.e. "Your Business Name" Presents: The Oceanside Independence Parade – Oceanside Strong)
- Complimentary float entry in the parade. **We do not provide a vehicle for the float.**
- Title name/logo recognition on all press materials submitted for editorial opportunities, posters, etc.
- Opportunity to participate with any live media interviews secured for event promotion
- Business name/logo link on event and Main Street Oceanside website
- Title name/logo recognition on all participating parade applicants materials
- Recognition on volunteer T-shirts worn at parade
- A 10x10 space at a prominent location to promote your business products and services to event attendees. We do not provide canopy, tables, linen and chairs
- MainStreet Oceanside annual membership
- Full-page recognition in the June 2022 Discover Downtown Magazine, 20,000 copies
- Full-page ad on the backside of the event program, 2,500 copies
- Oceanside KOCT channel live recognition

Patriot Sponsor/Media: \$6,000

- Oceanside KOCT media sponsor
- Business Name/Logo recognition on all press materials submitted for editorial opportunities, posters, etc.
- Opportunity to work with KOCT on commercial
- Recognition on volunteer T-shirts worn at parade
- Complimentary float entry in the parade. **We do not provide a vehicle for the float**
- Business Name/Logo on event and Main Street Oceanside Website
- 10'x10' booth space on Parade route, if needed. **We do not provide canopy, tables, linen or chairs**
- MainStreet Oceanside annual membership
- Half-page ad in the June 2022 Discover Downtown Magazine, 20,000 copies

- Half-page ad in event program, 2,500 copies

Freedom Sponsor: \$3,000 – Sponsor Oceanside High School Bands

- MainStreet Oceanside will produce a banner with your business name that will display in front of the band you sponsor
- KOCT “The Oceanside Channel” and 4 announcers along the parade route will announce the band sponsor throughout the parade. KOCT will do reruns year round of the parade
- Recognition on volunteer T-shirts worn at parade
- 10’x10’ booth space or float entry in parade. **We do not provide canopy, tables, linen, chairs or vehicle for the float**
- MainStreet Oceanside annual membership
- Quarter-page ad in the June 2022 Discover Downtown Magazine 20,000 copies
- Quarter-page ad in event program. Total distribution 2,500

Liberty Sponsor: \$1,000

- This level of sponsor gives commercial businesses an opportunity to support our community Independence Parade
- Business Name/Logo recognition on all press materials submitted for editorial opportunities, posters, etc.
- Recognition on volunteer T-shirts worn at parade
- Business Name/Logo on event and Main Street Oceanside Website
- 10’x10’ booth space on Parade route. **We do not provide canopy, tables, linen or chairs**
- Business size ad in the June 2022 Discover Downtown Magazine 20,000 copies
- Business size ad in event program. Total distribution 2,500

Contributor Sponsor: \$500 (Special: \$250 before March 30, 2022)

- Only available to businesses in Downtown Oceanside and Members.
- Business card size ad in the parade program

The Main Street Foundation, Inc. is a 501 © 3 organization and your donation to the parade is tax deductible as allowed by law. We will be happy to invoice for your contribution.

**Please remit payment to:
Main Street Foundation, Inc.
701 Mission Avenue
Oceanside, CA 92054**

Business Name: _____ Primary Contact: _____

Business Address: _____ City: _____ State: ____ Zip: _____

Business Phone Number: _____

Email Address: _____

Sponsorship Contribution:

Independence Title Sponsor \$10,000

Patriot Sponsor \$6,000

Freedom Sponsor \$3,000

Liberty Sponsor \$1,000

Contributor Sponsor \$500

PLEASE READ AND SIGN THE HOLD HARMLESS AGREEMENT BELOW (REQUIRED)

■ Business Name: _____ (hereafter "Sponsor"). In the performance of this contract, Sponsor and the agents and employees of Sponsor shall act in an independent capacity and not as officers or employees or agents of MSO. Sponsor agrees to indemnify and hold harmless City of Oceanside, MainStreet Oceanside, Inc., MainStreet Foundation, Inc., Kimyon Corporation, their officers, agents, volunteers and/or employees against and from any and all claims, lawsuits, damages, losses, expenses and costs, to include those brought for, or on account of damage or loss of any item or injuries to or death of any person or persons, including Sponsor, or damage to or in connection with the specified event.

■ Sponsor acknowledges that this is a "Rain or Shine" event, thereby making Sponsor fees non-refundable after May 15, 2022.

■ Sponsor agrees to obtain all required permits and licenses specified by any and all Federal, State, County and Municipal Agencies and comply with all applicable codes and regulations.

■ Sponsor acknowledges that **all returned checks are subject to a \$50 service charge.**

■ Sponsor agrees to maintain sufficient business liability insurance coverage as determined by a certified insurance agent

■ Sponsor acknowledges that a "No Show" at the event does not deem fees refundable.

Signature: _____ Date: _____

Print Name: _____