



★ 17th Annual ★
The Summerlin Council
PATRIOTIC PARADE



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The Summerlin Council

**PATRIOTIC
PARADE**

Monday, July 4, 2011
Las Vegas' Only Fourth of July Parade!

Partnership Opportunities

It's the beating of the drums, the colorful floats, the swirling flags, the "oohs" and "aahs" of the crowd...it's The Summerlin Council Patriotic Parade!

Join The Summerlin Council on July 4, 2011, in painting the town red, white and blue at the 17th Annual Summerlin Council Patriotic Parade. This time honored tradition in our community brings together more than 35,000 friends, families and neighbors from throughout the Las Vegas valley for a good old-fashioned hometown parade through the streets of Summerlin. Benefits of involvement include exposure in the community, great publicity, community goodwill, media coverage and...showing America you care! So display your true colors and partner with the 2011 Summerlin Council Patriotic Parade.

Float Sponsorship: \$3,000

Sponsor a traditional parade float that offers a unique blend of sound, color, movement and size that is sure to fix your name in the minds of parade spectators. Best of all, we handle the logistics for you! Choose from this exciting variety of floats provided to you by The Summerlin Council.



"PETER PAN'S NEVER LAND"

presented by (name of your organization)

Get whisked away on a lively pirate galleon to the magical world of Never Land where Peter Pan, Tinker Bell, Wendy and friends take part in a daring adventure with their arch-nemesis, Captain Hook. It's sure to be a high-flying adventure spectators won't forget!



"AMERICA'S SUPERHERO SQUAD"

presented by (name of your organization)

Captain America, Wonder Woman, Super Man and friends are taking a break from their work preventing the destruction of the world to make this year's Patriotic Parade the best Independence Day celebration America has ever seen!



"THE FAIRIES OF PIXIE HOLLOW"

presented by (name of your organization)

Magically shrink down to fairy size and discover Pixie Hollow, the secret home of Tinker Bell and her best friends Silvermist, Iridessa, Fawn and Rosetta. This enchanted little land deep in the heart of Never Land will have you feeling as small as a sprite as blades of grass and colorful flowers tower from above.



"UNDERSEA JUBILEE"

presented by (name of your organization)



"AN ALL-STAR SALUTE TO THE MILITARY"

presented by (name of your organization)



"VISIONS OF CANDYLAND"

presented by (name of your organization)



"ITS A SMALL WORLD"

presented by (name of your organization)



"LET FREEDOM SING"

presented by (name of your organization)



"LIBERTY BELLE: A SHOWBOAT CELEBRATION"

presented by (name of your organization)

(Continued on next page)

Float Sponsors receive the following recognition package:

- High resolution artwork identifying sponsor name and/or logo displayed on float or prominent parade banner identifying sponsor name and/or logo walked alongside entry throughout the event route
- Recognition as a Parade Float Sponsor included in all press releases distributed to local media
- Complimentary half-page advertisement placed in one issue of *Summerlines*, the official newsletter of The Summerlin Council distributed directly to 27,500+ Summerlin residents **(\$720 value)**
- Logo and name recognition as a Parade Float Sponsor in the July issue of *Summerlines* and on *Summerlink.com*, the official website of The Summerlin Council for Summerlin residents
- Name recognition as a Float Sponsor on official parade promotional fans to be distributed to VIPs and other spectators at event
- 6 complimentary tickets to the VIP grandstands
- Announcement by hosts recognizing event sponsorship at the parade



"SPIRIT OF '76"

Push-Float Sponsorship: \$2,000

Share your organization's name and message with a parade float on wheels! This smaller version of a float is pushed through the parade route by representatives from your group or other volunteers dressed in coordinating attire.



Push-Float Design Options:

- **"SPIRIT OF '76" presented by (name of your organization)**
Honoring their sacred struggle for American Independence, the Spirit of '76 is a vibrant salute to the brave and exciting lives of our young founding fathers.
- **"HATS OFF TO THE USA" presented by (name of your organization)**
Hold onto your hats...Uncle Sam hats that is! This combination of a self-propelled Uncle Sam hat float and a 15' giant inflatable balloon will have you seeing stars... and stripes. It's guaranteed to have parade crowds tipping their hats to our great nation.
- **"A TRIBUTE TO LADY LIBERTY" presented by (name of your organization)**
Lady Liberty is sure to shine in all her crowning glory with this dazzling tribute to America's beloved symbol of freedom and democracy.
- **"OVER THE RAINBOW - A CELEBRATION OF THE WIZARD OF OZ" presented by (name of your organization)**
Step into your ruby slippers and take a leap over the rainbow for this fantastic journey down the yellow brick road.



"HATS OFF TO THE USA"



"LADY LIBERTY"

Push-Float Sponsors receive the following recognition package:

- High resolution artwork identifying sponsor name and/or logo prominently displayed on float or prominent parade banner identifying sponsor name and/or logo walked alongside entry throughout the event route
- Complimentary quarter-page advertisement placed in *Summerlines* for one issue of Sponsor's choosing (*Summerlines* is the official newsletter of The Summerlin Council distributed directly to 27,500+ Summerlin residents) **(\$420 value)**
- Logo and name recognition as a Push-Float Sponsor in the July issue of *Summerlines* and on *Summerlink.com*, the official website of The Summerlin Council for Summerlin residents
- Name recognition as a Push-Float Sponsor on official parade promotional fans to be distributed to VIPs and other spectators at event
- Announcement by hosts recognizing event sponsorship at the parade



"OVER THE RAINBOW"

"Giant Inflatables" Sponsor – Helium and Cold-Air: \$1,500 - \$3,000

Bigger really does mean better when it comes to the recognition, publicity and goodwill a giant balloon will generate for you. Sponsors may choose from a dynamic selection of giant helium balloons and cold-air inflatables on wheels. (Sponsorship fees range based on the size and licensing of the balloon.)

Helium and Cold-Air Balloon Options:



Helium

"AMERICAN EAGLE" - \$3,000
presented by (name of your organization)



Cold-Air

"SUMMER OF THE SHARK" - \$1,500
presented by (name of your organization)



Helium

"TOY STORY MANIA" - \$3,000
presented by (name of your organization)



Helium

"HATS OFF TO AMERICA" - \$2,000
presented by (name of your organization)



Cold-Air

"JUMP, JIVE & BOOGIE WOOGIE" - \$1,500
presented by (name of your organization)



Helium

"HAPPY BIRTHDAY AMERICA!" - \$2,000
presented by (name of your organization)

"Giant Inflatables" Sponsors receive the following recognition package:

- Prominent parade banner identifying sponsor name and/or logo walked alongside balloon throughout the event route
- Complimentary advertisement placed in *Summerlines* for one issue of Sponsor's choosing (*Summerlines* is the official newsletter of The Summerlin Council distributed directly to 27,500+ Summerlin residents)
 - Balloon sponsorship of \$3,000 or more provides a complimentary half-page advertisement in *Summerlines* (**\$720 value**)
 - Balloon sponsorship of \$2,000 or less provides a complimentary quarter-page advertisement in *Summerlines* (**\$420 value**)
- Logo and name recognition as a "Giant Inflatables" Sponsor in the July issue of *Summerlines* and on *Summerlink.com*, the official website of The Summerlin Council for Summerlin residents
- Name recognition as a "Giant Inflatables" Sponsor on official parade promotional fans to be distributed to VIPs and other spectators at event
- Opportunity for company/organization representatives to walk their balloon through the parade route
- Announcement by hosts recognizing event sponsorship at the parade



Marching-Band and Performing Group Sponsor: \$1,000



Sponsor the participation of a marching band or specialty performing group in The Summerlin Council Patriotic Parade! Your organization will be prominently identified on a banner walked alongside the parade entertainers throughout the event route. In addition, each sponsor will receive a complimentary business card size advertisement in *Summerlines* to be placed in the issue of their choosing (**\$240 value**).

A variety of band and performing group selections are available through The Summerlin Council.



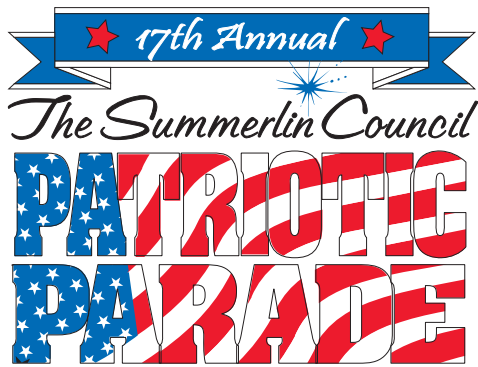
Costumed Character Sponsor: \$750 - \$1,000

Wow the crowd with a fun and entertaining costumed character driven in a convertible or other vehicle identifying your organization's name. In addition, each costumed character sponsor will receive a complimentary business card size advertisement in *Summerlines* to be placed in the issue of their choosing (**\$240 value**).

A variety of costumed character selections are available through The Summerlin Council.



Call 341-5500 or Email summerlinpatrioticparade@summerlincouncil.com for more information.



Monday, July 4, 2011
Las Vegas' Only Fourth of July Parade!

Event Facts

Event Organizer
The Summerlin Council*

Date
Monday, July 4, 2011

Time
8:30 a.m. Escort & Dignitary Step-Off
9:00 a.m. Parade Main Body Step-Off

Location
The parade begins at the corner of Hillpointe Road and Hills Center Drive in Summerlin. Participants travel south toward Village Center Circle then west on Trailwood Drive. The parade ends at the corner of Trailwood Drive and Spring Gate Lane.

2010 Attendance
More than 35,000

Entries
Traditional parade floats, giant Macy's-style inflatable balloons, bands and musical groups, car clubs, dignitaries and children's favorite storybook characters are expected to participate in the parade.

Benefit of Involvement
Exposure in the community, great publicity, community service, goodwill, media coverage, team building opportunities and ...showing America you care!

****The Summerlin Council, the Parks and Recreation arm of the Summerlin Community Master Associations, is dedicated to enriching the community's social, educational and recreational infrastructure.***

For further information, please contact:
Traci Giesea
Special Events Coordinator
The Summerlin Council
1910 Spring Gate Lane
Las Vegas, NV 89134
702-341-5500
summerlinpatrioticparade@summerlinCouncil.com



Monday, July 4, 2011
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2011 Sponsorship Commitment

Sponsoring Organization _____

Contact person _____

Address _____

Zip Code _____

Phone (Daytime) _____ (Evening) _____ Fax _____

E-mail _____

Yes! I want to support The Summerlin Council Patriotic Parade and am interested in sponsoring the following element(s):

Float Sponsorship (\$3,000)

- NEW!** "Peter Pan's Never Land"
- NEW!** "America's Superhero Squad"
- NEW!** "The Fairies of Pixie Hollow"
- "An All-Star Salute to the Military"
- "Liberty Belle: A Showboat Celebration"
- "Undersea Jubilee"
- "Let Freedom Sing"
- "It's a Small World"
- "Visions of Candyland"

Push-Float Sponsorship (\$2,000)

- "Spirit of '76"
- "Hats off to the USA"
- "A Tribute to Lady Liberty"
- "Over the Rainbow - A Celebration of The Wizard of Oz"

Giant Inflatables Sponsor (\$1,500-\$3,000)

- "American Eagle" - \$3,000
- NEW!** "Toy Story Mania" - \$3,000
- "Hats Off to America" - \$2,000
- "Happy Birthday America" - \$2,000
- "Summer of the Shark" - \$1,500
- NEW!** "Jump, Jive & Boogie Woogie" - \$1,500

Marching-Band and Performing Group Sponsor (\$1,000)

- Please contact The Summerlin Council for a list of choices.

Costumed Character Sponsor (\$750 - \$1,000)

- Please contact The Summerlin Council for a list of choices.

I would prefer to be a "Friend of the Parade" and make a donation where it is needed most.

Donation Amount: _____

I would like to keep my donations anonymous. ____ Yes ____ No

Any of these partnership opportunities may be combined for a reduced sponsorship rate.

Call The Summerlin Council at 702.341.5500 or Email

summerlinpatrioticparade@summerlincouncil.com for more details.

Please return this form with a check made payable to "The Summerlin Council."

Sponsor Signature _____

The Summerlin Council Signature _____

Date _____

Date _____

★ Thank you for supporting the 2011 Summerlin Council Patriotic Parade! ★



Summerlin Council Patriotic Parade MEDIA SUMMARY 2010

BROADCAST MEDIA



Ch. 3 KVBC, Thursday, July 1st, 2010:

12pm & 4pm News pre-empted by tennis

Summerlin 6th Annual Patriotic Parade to be held this Sat - Station Casinos & Strip fireworks events also mentioned, 5am v/o

Ch. 3 KVBC, Friday, July 2nd, 2010:

12pm & 4pm News pre-empted by tennis

Summerlin 4th of July Parade takes place tomorrow morning, Red, White & Tunes at the Springs Preserve tomorrow night & the Village at Lake LV holds its celebration on Sunday, 5:30am v/o's



Ch. 5 KVVU, Friday, July 2nd, 2010:

Parade preps underway in Summerlin, 5pm report; 10pm report

Ch. 5 KVVU, Saturday, July 3rd, 2010:

Summerlin 4th of July parade held today, 10pm report



Ch. 8 KLAS, Friday, July 2nd, 2010:

Summerlin will host a July 4th parade tomorrow morning, 5pm v/o

Ch. 8 KLAS, Monday, July 5th, 2010:

Summerlin parade photos shown, 5:30am v/o



Ch. 13 KTNV, Friday, July 2nd, 2010:

Parade preps underway in Summerlin, 5pm v/o

(more)

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KING, Ch. 15, Friday, July 2nd, 2010;

Parade preps underway in Summerlin, 6pm report

PRINT MEDIA

Las Vegas Woman Magazine, June issue – *The Summerlin Council Patriotic Parade*

Las Vegas Review Journal, June 12 - *Summerlin's 16th annual Fourth of July parade expected to attract thousands of valley residents*

Las Vegas Review Journal, June 26 – *Summerlin Council to hold 16th annual Fourth of July parade*

View News, June 29 – *Rotary club uses parade as way to help foundation*

Vegas Seven, July 1-7 –*Seven Days: The highlights of this week in your city*

Las Vegas Review Journal, July 2 – *Independence Day celebrations include comedy, concerts and, of course, fireworks*

Las Vegas Review Journal, July 2 – *Laughter and Lights*

Las Vegas Sun, July 2 – *Summerlin Annual Patriotic Parade*

Las Vegas Sun, July 2 – *2010 Fourth of July weekend guide*

Boulder City Review, July 2 – *Summerlin Annual Patriotic Parade*

Las Vegas Review Journal, July 3 – *Patriotism Parade Preparations*

Las Vegas Review Journal, July 3 – *Summerlin to celebrate holiday with parade*

Las Vegas Review Journal, July 4 – *Independence Day: Parades celebrate red, white and blue*

Las Vegas Review Journal, July 4 – *Patriotism, Joy on Parade this Weekend (photo slide show included)*

Las Vegas Review Journal, July 10 – *Summerlin Celebrates Fourth of July*

View News, July 13 – *parade photo and caption*

(more)

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ONLINE MEDIA

Las Vegas Review Journal

<http://calendar.reviewjournal.com/las-vegas-nv/events/show/124859885-the-summerlin-council-patriotic-parade>

<http://events.bestoflasvegas.com/las-vegas-nv/events/vegas+community+events>

<http://www.reviewjournal.com/entertainment/events/fourthofjuly/>

http://www.lvrj.com/real_estate/summerlin-celebrates-fourth-of-july-98159624.html

http://www.lvrj.com/real_estate/summerlin-s-16th-annual-fourth-of-july-parade-expected-to-attract-thousands-of-valley-residents-96205089.html

<http://www.lvrj.com/neon/laughter-and-lights-97652314.html>

<http://www.lvrj.com/news/patriotism--joy-on-parade-this-weekend-97757939.html>

<http://www.lvrj.com/multimedia/Independence-Day-parades-in-Las-Vegas-Valley.html>

Las Vegas Sun

<http://www.lasvegassun.com/news/2010/jul/01/2010-fourth-july-weekend-guide/>

<http://www.lasvegassun.com/events/2010/jul/03/11255/>

Las Vegas CityLife

<http://calendar.lasvegascitylife.com/las-vegas-nv/events/show/124859885-the-summerlin-council-patriotic-parade>

Las Vegas Weekly

<http://www.lasvegasweekly.com/events/2010/jul/03/13143/>

KLAS TV Ch. 8

<http://www.8newsnow.com/global/Category.asp?C=124669&trumbaEmbed=date%3D20100703#/?i=2>

<http://www.8newsnow.com/global/story.asp?S=12737419>

<http://www.8newsnow.com/global/story.asp?s=12652918>

SignOn San Diego – The San Diego Union-Tribune

<http://topics.signonsandiego.com/article/0eTW3fM6Ri47F?q=Fourth+of+July>

Jaffe Legal News Service

<http://www.jlns.com/articles/legal-wire/2007/07/11/hutchison-amp-steffen-major-sponsor-summerlin-patriotic-parade>

(more)

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Zvents.com

<http://www.zvents.com/las-vegas-nv/events/show/124859885-the-summerlin-council-patriotic-parade>

Love to Eat and Travel

http://www.lovetoeatandtravel.com/site/Tips/Holiday_Gifts/july_4th_events.htm

India Times

<http://oneclick.indiatimes.com/article/09jC5p7cBd9fB>

Vegas Blog

<http://vegasblog.org/the-summerlin-council-patriotic-parade-070310-at-the-trails-village-of-summerlin/>

Classic Las Vegas

<http://classiclasvegas.squarespace.com/classic-las-vegas-blog/2010/6/18/4th-of-july-july-4th-fireworks-and-celebrations-las-vegas-up.html>

SOCIAL MEDIA

Extensive coverage on Summerlin's Facebook page, including an online photo album

<http://mlb.msg.com/article/0fsPdte5cG6it>

<http://www.myvegasmommy.com/2010/06/patriotic-parade-summerlin-july-3rd.html>

<http://www.facebook.com/pages/Rotary-Club-of-Summerlin/116582535053898>

http://www.lovetoeatandtravel.com/site/Tips/Holiday_Gifts/july_4th_events.htm#vegas

-End-