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PHILADELPHIA
MUMMERS
PARADE

SPONSORSHIP PROPOSAL

MONDAY, JANUARY 1ST, 2024

HISTORY OF THE MUMMERS PARADE

MUMMERS ARE ABOUT CELEBRATION, FUN, AND FAMILY. THEY VALUE TRADITION AND COMMUNITY. MUMMERS CAN BE MUSICAL, SATIRICAL OR EVEN A LITTLE RIDICULOUS, BUT THEY ARE ALWAYS COLORFUL.

MUMMERS IN PHILADELPHIA ARE COSTUMED CITIZENS CELEBRATING THE NEW YEAR WITH FAMILY AND FRIENDS. THEY BELONG TO CLUBS IN ONE OF 5 DIVISIONS: THE COMIC, THE FANCY, THE WENCH BRIGADE AND STRING BAND DIVISION. IN PHILADELPHIA, THIS HAS DEVELOPED INTO THE GRANDEST OF MUMMERS TRADITIONS, THE ANNUAL MUMMERS PARADE. TEN THOUSAND PARTICIPANTS AND HUNDREDS OF THOUSANDS OF PARADE VIEWERS TAKE TO THE STREETS AND SIDEWALKS OR VIEW ON TELEVISION ON NEW YEAR'S DAY.

OUR PARADE WILL FEATURE PARTICIPANTS FROM THE STRING BAND, COMICS, WENCH BRIGADES AND FANCY DIVISION ON NEW YEAR'S DAY 2024.

RECAP FROM THE 2023 PARADE

TV RATINGS FROM 2023 PARADE

- #1 SHOW IN ALL OF PHILADELPHIA FROM 10AM TO 12 NOON. #2 SHOW IN PHILADELPHIA FROM 12PM TO 4PM BEHIND THE PHILADELPHIA EAGLES GAME
- OVER 42,000+ LIVE STREAMS ON WFMZ.COM
- 240,000+ PAGE VIEWS ON WFMZ.COM



RECAP FROM THE 2023 PARADE

SOCIAL MEDIA NUMBERS STATS

PHILADELPHIA MUMMERS PARADE

- 17,200 FACEBOOK LIKES
- 18,000 FACEBOOK FOLLOWERS

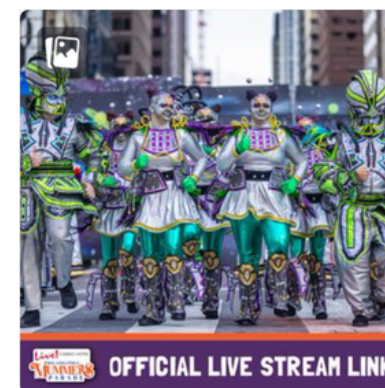
- 2,150,078 FACEBOOK REACH
(↑ 234.9% FROM 2022 PARADE)

- FACEBOOK AUDIENCE: 62.7% WOMEN & 37.3% MEN

STRING BAND ASSOCIATION:

- 55,000 FACEBOOK LIKES
- 93,000 FACEBOOK FOLLOWERS
- 6,200 INSTAGRAM FOLLOWERS
- 2,500 TWITTER FOLLOWERS
- 1,600 YOUTUBE SUBSCRIBERS

- 65+ WOMEN IS OUR NUMBER 1 AGE ON FACEBOOK



2023 STRING BAND RESULTS	
1ST QUAKER CITY	8TH GREATER KENSINGTON
2ND FRALINGER	9TH UPTOWN
3RD SOUTH PHILADELPHIA	10TH AQUA
4TH AVALON	11TH DUFFY
5TH WOODLAND	12TH DURNING
6TH JOSEPH A. FERKO	13TH HEGEMAN
7TH POLISH AMERICAN	14TH JERSEY

2023 1ST PRIZE CAPTAIN
JIMMY GOOD OF QUAKER CITY STRING BAND

MeTV 2

2023 STRING BAND THEME TITLES	
1 JERSEY	DEAL WITH IT
2 GREATER KENSINGTON	IT'S SO TIME
3 DURNING	GREEK BALLS OF FIRE
4 AQUA	WILD FRONTIER!
5 UPTOWN	SAFARI SO GOOD
6 HEGEMAN	IN FULL SWING
7 DUFFY	FRIENDS IN LOW HAIRZ
8 POLISH AMERICAN	THE CIRCUS COMES ALIVE
9 FERKO	FREEZE THE DAY!
10 QUAKER CITY	MONSTER MOVIE RAJNER
11 SOUTH PHILADELPHIA	HOOK, LINE & SHOOTING!
12 AVALON	ALL HANDS ON DECK
13 WOODLAND	WILD WEST STEARVEST
14 FRALINGER	SCREAM ACRES

2024 LIVE! CASINO & HOTEL PHILADELPHIA MUMMERS PARADE

MONDAY, JANUARY 1ST, 2024

9AM-5PM (8 HOURS)

**8 HOURS OF FAMILY FRIENDLY ENTERTAINMENT AS
10,000 ADULTS AND CHILDREN PERFORM, MARCH
AND DANCE DOWN BROAD STREET**

**FOCUS ON HISTORY, TRADITION, CITY LEADERS,
CELEBRITIES, LOCAL AND CULTURAL FLAIR**

**SPONSORSHIP INCLUDES MULTIPLE BILLBOARDS,
:30 COMMERCIAL SPOTS, COMPANY INTERVIEWS,
FULL PROMOTIONAL ELEMENTS & MORE**



PROPOSAL: SPONSORSHIP CONTRACT FOR \$75,000

- (25) 30 SECOND COMMERCIALS
- (12) 10 SECOND LIVE READS DURING THE TELECAST
- LISTING IN THE MUMMERS PARADE BOOK
- 6 BANNERS ON THE PARADE ROUTE
- 10 RESERVED SEATS IN THE JUDGING AREA
- LOGO INCLUSION ON MBC MUMMERS WEBSITE
- LOGO INCLUSION ON MBC MUMMERS PROMOS (MUST NOT CONFLICT WITH TITLE SPONSOR)

SPONSORSHIP CONTRACT FOR **\$50,000**

- (16) 30 SECOND COMMERCIALS
- (10) 10 SECOND LIVE READS DURING THE TELECAST
- LISTING IN THE MUMMERS PARADE BOOK
- 6 BANNERS ON THE PARADE ROUTE
- 4 RESERVED SEATS IN THE JUDGING AREA

2024 LIVE! CASINO & HOTEL PHILADELPHIA MUMMERS PARADE

SPONSORSHIP CONTRACT FOR **\$25,000**

- (8) 30 SECOND COMMERCIALS
- BANNERS ON PARADE ROUTE
- LISTING IN THE MUMMERS PARADE BOOK
- 2 RESERVED SEATS IN THE JUDGING AREA

SPONSORSHIP CONTRACT FOR **\$10,000**

- (3) 30 SECOND COMMERCIALS
- BANNERS ON PARADE ROUTE
- LISTING IN THE MUMMERS
PARADE BOOK

THANK YOU

SAM REGALBUTO

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