

The 5th Annual



Saturday, September 3, 2011

Miracle Mile Festival starts at 11AM • Miracle Mile Parade begins at 1PM • Miracle Mile Car Show begins at 3PM

Sponsorship Opportunities

Included in all Sponsorships:

- Major Media Coverage, including:
 - A listing of your company in the official *Indianapolis Star* newspaper insert/event program
- Parade float **entry** for your company or organization
- Direct exposure to an estimated 25,000 people
- Exclusive use of the Miracle Mile Parade name and logo in your company or organization's advertising and marketing materials (subject to approval)
- Personal keepsake DVD of the Miracle Mile Parade broadcast

Sponsorship Levels and Benefits

sponsorship level	number of tickets	corporate logo placement	special benefits
TITLE SPONSOR \$15,000 (1 available)	50 tickets and VIP passes for parking and event reception	<ul style="list-style-type: none">○ Your company logo and live hyperlink on the official website○ Your company logo and live hyperlink included in targeted e-mail marketing○ Inclusion of your company logo on the official t-shirt○ Inclusion of your company logo on event signage	<ul style="list-style-type: none">○ Your company name included in all promotional, advertising and PR efforts○ Major media coverage, including:<ul style="list-style-type: none">- A total of 7 (:30) television commercials to be run during the parade television broadcast- A personal interview/appearance on the People Helping People Radio Network- A full page ad in the official <i>Indianapolis Star</i> Newspaper insert/event program○ Select VIP passes for parking and event reception○ Opportunity to offer product samples to the crowd○ The opportunity to <i>personally</i> kick off the parade festivities!



sponsorship level	number of tickets	corporate logo placement	special benefits
PLATINUM \$10,000 (2 available)	30 and VIP passes for parking and event reception	<ul style="list-style-type: none"> Your company logo and live hyperlink on the official website Your company logo and live hyperlink included in targeted e-mail marketing Inclusion of your company logo on the official t-shirt Inclusion of your company logo on event signage 	<ul style="list-style-type: none"> Major media coverage, including: <ul style="list-style-type: none"> A total of 4 (:30) television commercials to be run during the parade television broadcast A personal interview/appearance on the People Helping People Radio Network A half page ad in the official <i>Indianapolis Star</i> newspaper insert/event program Select VIP passes for parking and event reception Opportunity to offer product samples to the crowd of attendees
GOLD \$5,000 (2 available)	15 tickets and VIP passes for parking and event reception	<ul style="list-style-type: none"> Your company logo and live hyperlink on the official website Inclusion of your company logo on the official t-shirt Inclusion of your company logo on event signage 	<ul style="list-style-type: none"> A total of 2 (:30) television commercials to be run during the parade television broadcast A quarter page ad in the official <i>Indianapolis Star</i> newspaper insert/event program Select VIP passes for parking and event reception Opportunity to offer product samples to the crowd of attendees
SILVER \$2,500	10 tickets and VIP passes for parking and event reception	<ul style="list-style-type: none"> Your company logo and live hyperlink on the official website Inclusion of your company logo on the official t-shirt 	<ul style="list-style-type: none"> Name mentions during the official television broadcast of the parade A listing of your company in the official <i>Indianapolis Star</i> newspaper insert/event program Select VIP passes for parking and event reception
BRONZE \$1,000	N/A	<ul style="list-style-type: none"> Your company or organization logo and live hyperlink on the official website Inclusion of your company or organization logo on the official t-shirt 	<ul style="list-style-type: none"> A listing of your company in the official <i>Indianapolis Star</i> newspaper insert/event program
EXTRA MILE \$500	N/A	<ul style="list-style-type: none"> Standard sponsorship opportunities 	<ul style="list-style-type: none"> Standard sponsorship opportunities