



NEW BERN GHENT MARDI GRAS

REGISTRATION FOR SPONSORSHIPS & PARADE FLOATS

\$25 float fee (waived for sponsors)

\$100 Fleur De Lis Sponsor:

- Your logo on our website
- Your logo on signage and flyers
- Your logo on our t-shirts

\$250 Trolley Sponsor:

- Your logo on signage and flyers
- Your logo on our website
- Your logo on our t-shirts
- Your logo on social media blasts (10)
- 2 complimentary trolley tickets

\$400+ Bear Sponsor:

- Social media blasts (20)
- Your logo and short write-up on our website
- Your logo on signage and flyers
- Your logo on our t-shirts, marketing, and promotional items
- 4 complimentary trolley tickets

Business or group name: _____

Contact name: _____

Business or contact address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

PayPal e-mail (if different than above): _____

Sponsors, will you also have a float or walking group in the parade? _____

If yes, give us a brief description of your float or group: _____

SPONSORSHIP AND PARADE DETAILS CONTINUED ON PAGE 2.

SPONSORS:

- Your logo and text/copy must be received by January 15, 2019 to allow us time to design flyers, shirts, marketing materials, and social media promotions.
- We do have a tiny bit of leeway on our deadline, but not much, so *please* do not delay!
- **We welcome and appreciate** your sponsorship after our January 15 deadline, but we cannot guarantee your company logo on our printed materials. We'll still do everything we can to promote your generous support.
- **Bear Sponsors:** Please send us your company logo/artwork and three lines of text/copy to be used on our website and for promotions and advertising.
- **Fleur De Lis and Trolley Sponsors:** Please send us your company logo/artwork.

Thank you for your sponsorship and support!

INSTRUCTIONS FOR FLOATS AND PARADE PARTICIPANTS:

- Float/Participant types include: floats, truck/trailer, antique cars or motorcycles, horses and riders, horse carriages, dancers, musicians, walking groups, hula hoopers, creative vehicles (tricycles, coolers, pedi-cabs), etc.
- Participants are strongly encouraged to dress in costume!
- We will ask you closer to the event the approximate length and width of your float for line-up and ease of flow for the parade, or the approximate number of people in your walking or car or horse group, etc.
- All floats **MUST** be decorated in Mardi Gras colors and/or decorations.
- You may have company signage but your float decorations must be primary.
- Your float may have a non-Mardi Gras theme but must be fully decorated or full of costumed participants—or ideally both.
- All parade participants who are sponsors will receive a small portion of Mardi Gras bead “throws.” We encourage you to purchase more—they go quickly!
- ALL Mardi Gras participants, please keep your float and costume family friendly.
- All parade participants are encouraged to purchase Mardi Gras beads (“throws”) to toss to spectators. Get extras—they go quickly. (Candy is fine, too, but not traditional for Mardi Gras, fyi.)
- **Parade line-up begins at 2 PM.**
- **Parade is at 3 PM.**
- **PLEASE** arrive for line-up no later than 2:30 PM so there is time to get you checked in and lined up.
- Thanks for joining our parade!

**Visit our website at NewBernMardiGras.com
for more information, forms, and payment links.**