



17th Annual
Burnt Hills-Ballston Lake Community
Flag Day Parade
THURSDAY, JUNE 7, 2018
7pm

The *Burnt Hills – Ballston Lake Business & Professional Association* is once again, proud to organize and run the Community Flag Day Parade! It has quickly become one of the premier events of our outstanding school district and citizenship that supports us all! The Parade has become a means of pulling the community together for a few hours of fun and fireworks!

We cannot produce this event without the financial support of the local business community and its residents.

88 Our heartfelt gratitude goes to those who continue to support the Parade and BPA year after year. It is your generosity that powers the Parade and we THANK YOU. If you are a new advertiser, donor, or sponsor.....WELCOME! We look forward to your joining our forces in supporting this community event!! 88

Once again, we have the following options for supporting the Parade:

- **Sponsorship**
- **Parade Program Advertising**
- **Betsy Ross Raffle ***not your ordinary flag maker raffle!!!***

Please consider how you can support this year's
Burnt Hills-Ballston Lake Community Flag Day Parade.

*****Information form is on the next page.*****

The BPA looks forward to seeing you there!!

Sincerely,

Jeanette Borthwick,
Rick Noel,
Rick Reynolds,

BH-BL BPA Treasurer & Parade Fundraising Committee Chair
BH-BL BPA President & Parade Fundraising Committee Member
Parade Committee Chair

Visit Us At...

www.bhblbpa.com

<https://www.facebook.com/BHBLFlagDayParade>

Old Glory Sponsor \$2,500

Includes -- full page ad in Parade Brochure; Logo on Parade Banner; Credit in all Press Releases & recognition on BPA website, including link to your website; seat for (1) Flag Day Parade Float judge; Best Float Award presenter; BPA 2019 Membership ****NEW FOR 2018 -- Recognition in Brochure & Social Media as supporter for (1) of the Parade Bands of your choosing!**

Red, White, & Blue Sponsor \$1,000

Includes -- 1/2 page ad in Parade Brochure; Logo on Parade Banner; Credit in all Press Releases & recognition on BPA website, including link to your website; BPA 2019 Membership ****NEW FOR 2018 -- Recognition in Brochure & Social Media as supporter for (1) of the Parade Bands of your choosing!**

Stars & Stripes Sponsor \$500

Includes -- 1/4 page ad in Parade Brochure; Logo on Parade Banner; Recognition on BPA website, including link to your website; BPA 2019 Membership

Spirit of '76 Sponsor \$250

Includes -- 1/4 page ad in Parade Brochure; Recognition on BPA website, including link to your website

Minutemen Sponsor \$100

Includes -- Listing in the Parade Brochure on the "Recognition Page" as a Minutemen Sponsor; A shout out on the BPA Facebook page for your support; Recognition on BPA website

Friends of the Flag \$25

Includes -- Listing in the Parade Brochure on the "Recognition Page" as a Friends of the Flag donor

Parade Program Advertising \$75 - \$400

Includes -- Your business ad in the Parade brochure; ****we recommend you include a coupon incentive**

Full Page	\$400
1/2 Page	\$225
1/4 Page	\$135
1/8 Page	\$75

Betsy Ross Raffle Prize Donations

Includes -- Recognition in the Parade Program as a Prize donor; ****minimum \$25 prize value**

****Please note that raffle proceeds support both the Parade and community events supported by the BPA (Community Garage Sale, Jean Bergstrom Families in Need Program, 2 Scholarships, & more)**

Additional Recognition

Includes -- Recognition on the BPA Facebook pages & display of prizes in the Burnt Hills Post Office showcase as time permits **(Early sponsorships allow more opportunities for us to "show off" our local businesses!!)**

Please consider both a raffle prize donation and sponsorship/ad if possible!



Burnt Hills-Ballston Lake Community Flag Day Parade

Sponsor, Advertiser, & Donor Form

NAME _____

ADDRESS _____

PHONE _____ EMAIL _____

CONTACT NAME _____

Please indicate your selection(s) of support by marking the appropriate area(s) below:

- | | | |
|---|---|--|
| <input type="checkbox"/> Old Glory Sponsor | \$2,500 | ** <u>Inclusion in press releases</u> will be made after receipt of payment. |
| <input type="checkbox"/> Red, White, & Blue Sponsor | \$1,000 | |
| <input type="checkbox"/> Stars & Stripes Sponsor | \$ 500 | <input type="checkbox"/> Spirit of '76 Sponsor \$250 |
| <input type="checkbox"/> Minuteman Sponsor | \$ 100 | |
| <input type="checkbox"/> Friends of the Flag Donor | \$ 25 | |
| <input type="checkbox"/> Full Page Ad | \$ 400 | ** <u>Ad Copy</u> is due by <i>May 25, 2018</i> and can be emailed to: bhblparade@gmail.com |
| <input type="checkbox"/> 1/2 Page Ad | \$ 225 | <input type="checkbox"/> Please check this box to use last year's ad. |
| <input type="checkbox"/> 1/4 Page Ad | \$ 135 | **<i>Please be sure to provide your email address above so we may email you information for new ad copy.</i> |
| <input type="checkbox"/> 1/8 Page Ad | \$ 75 | |
| <input type="checkbox"/> Betsy Ross Raffle Prize Donation | **<i>minimum prize value of \$25</i> | |

Description of prize to be donated: _____

Payment should be made to the "BH-BL BPA" and mailed to:

BH-BL Business & Professional Association
PO Box 1043
Ballston Lake, NY 12019