

1ST PARADE: MAY 18, 1963

SUNDAY, JUNE 2, 2024

ELM CITY FREDDY FIXER



PARADE

BECOME A SPONSOR!



2024

PARADE SCHEDULE

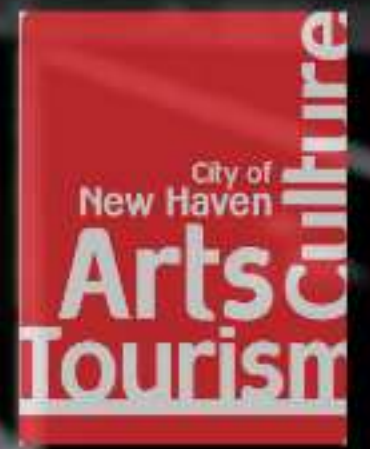
www.elmcityfreddyfixer.com

BUY AN AD!

PARADE CO-CHAIR

DIANE X. BROWN
ecffpediane@gmail.com
(203) 206-3849

**FRIDAY
MAY 31**



**2024 AWARDS GALA
CANAL BOATHOUSE**

**SATURDAY
DIXWELL/ECFFPC
FESTIVAL
JUNE 1, 2024**



elmcityfreddyfixerparade.com

Chris Randall Photo



I ❤️ NEW HAVEN

2024 SPONSORSHIP AND AD PLACEMENT OPPORTUNITIES



The Elm City Freddy Fixer Parade Committee, Inc. (ECFFPC) offers sponsoring companies the opportunity to expand their reach and connect with new markets and partners. As an ECFFPC sponsor, you will benefit from increased visibility and engagement in the Dixwell and Newhallville communities. Sponsors gain direct access to 12,000 new contacts who participate as spectators and vendors during the combined Elm City Freddy Fixer Parade, Awards Gala, and Dixwell Elm City Freddy Fixer Neighborhood Festival events.

Furthermore, in collaboration with Citizen's Television (CTV), the Elm City Freddy Fixer Parade Day is annually recorded and broadcasted approximately thirty (30) times a year on Comcast Xfinity's Greater New Haven Channels. Exposure through CTV broadens the demographic of viewers who will notice your sponsorship from the comfort of their own homes, enhancing brand recognition.

SPONSORSHIP LEVELS

Diamond Sponsor: \$5,000 - \$10,000

1. Full Page Ad in Awards Gala Program Book.
2. Free Admission to ECFFPC functions, including Festival & Gala.
 - a) Sponsor Booth/Table at Dixwell Freddy Fixer Neighborhood Festival.
3. Logo & Link on Website/Facebook.
4. Logo on all Promotional Materials.
5. All Access Pass to Reviewing Stand on Parade Day.
6. Grandstand Banner.
7. Registration of Marching Unit in Parade.

Platinum Sponsor: \$1,000 - \$4,000

1. ½ Page Ad in Awards Gala Program Book.
2. Logo & Link on Website/Facebook.
3. Logo on all Promotional Materials.
4. All Access Pass to Reviewing Stand on Parade Day.
5. Grandstand Banner.

Gold Sponsor: \$500 - \$999

1. ¼ Page Ad in Awards Gala Program Book.
2. Logo & Link on Website/Facebook.
3. All Access Pass to Reviewing Stand on Parade Day.

Silver Sponsor: \$250 - \$499

1. Logo & Link on Website/Facebook.
2. All Access Pass to Reviewing Stand on Parade Day.



2024 Sponsorship Opportunities

I/We _____ agree to sponsor the 2024 Elm City Freddy Fixer Parade & Awards Gala. Our certified check, money order, or electronic payment is in the amount of \$ _____.

Please make electronic payments at <https://www.elmcityfreddyfixerparade.com/sponsor-us> or endorse certified checks/money orders payable to: Elm City Freddy Fixer Parade Committee, Inc. (ECFFPC), 365 Peck St., New Haven, CT 06513-2921.

- Sponsorship deadline: **Monday, May 6, 2024**, for sponsors who would like placement of company’s logo on parade banners. Please feel free to attach any additional information along with this form.

Diamond, Platinum, and Gold Sponsors: Please also submit your company’s ad for the gala program book in JPEG/PNG format to: ecffparade@gmail.com (refer to ad dimension’s form on the next page, 2024 Awards Gala Ad Placement Opportunities).

Print Name: _____

Authorized signature: _____

Business name: _____

Contact phone: _____

Contact email: _____

Please submit questions and this completed sponsorship form via email to:
Diane X. Brown, effpcdiane@gmail.com • (203) 206-3849

Friday, May 31 – June 2, 2024 • In honor of our rich and dynamic black heritage.

- Friday, May 31, 2024 • 7p-12a • 6th Annual Elm City Freddy Fixer’s Community Awards Gala, Canal Dock Boathouse, 475 Long Wharf Dr., New Haven • Donation \$45
- Saturday, June 1, 2024 • 1p-4p • Dixwell Freddy Fixer Neighborhood Festival, Stetson Branch Library’s Outside Grounds, 197 Dixwell Ave., New Haven • FREE
- Sunday, June 2, 2024 • 1:30p-4p • Elm City Freddy Fixer Parade Day • Parade Route ▮ Dixwell Avenue from Bassett Street to Lake Place • FREE



2024 Awards Gala Ad Placement Opportunities

I/We _____ agree to place an ad in the 6th Annual Awards Gala Program Book in the below indicated size. Our certified check, money order, or electronic payment is in the amount of \$ _____.

Please make electronic payments at <https://www.elmcityfreddyfixerparade.com/sponsor-us> or endorse certified checks/money orders payable to: Elm City Freddy Fixer Parade Committee, Inc. (ECFFPC), 365 Peck St., New Haven, CT 06513-2921.

- Gala Ad deadline and payment: **Monday, May 6, 2024.**

Ad Description	Select Ad Size
Back Cover/Color	<input type="radio"/> 8" (h) x 5" (w) = \$300
Inside Cover/Color	<input type="radio"/> 8" (h) x 5" (w) = \$300
Full Page/Black & White	<input type="radio"/> 8" (h) x 5" (w) = \$200
½ Page/Black & White	<input type="radio"/> 4" (h) x 5" (w) = \$100
¼ Page/Black & White	<input type="radio"/> 2" (h) x 4" (w) = \$60
Business Card/Black & White	<input type="radio"/> \$45
Name	<input type="radio"/> \$40
Ad Format	Accepted format by email ONLY: JPEG/PNG Camera-ready artwork required to: ecffparade@gmail.com
Deadline for Submission	Monday, May 6, 2024
Contact's Name	
Contact's Phone Number	
Contact's E-mail Address	

Print Name: _____

Authorized signature: _____

Business name: _____

Contact phone: _____

Contact email: _____

Please submit questions and this completed ad form via email to:
Petisia M. Adger, effparade@gmail.com • (203) 687-0548

6th Annual Awards Gala • Friday, May 31, 2024 • 7p-12a • Canal Dock Boathouse, 475 Long Wharf, New Haven