

2024 GEORGE WASHINGTON BIRTHDAY CELEBRATION Sponsorship Opportunities



Questions? Email the George Washington Birthday Celebration Committee (GWBC) at gwbirthdayevents@gmail.com or call Sue Johnson at 703-599-4010.

Tens of thousands of Alexandria residents and visitors will line the streets of Old Town Alexandria on February 19, 2024 to cheer on the oldest and largest George Washington Birthday parade in the country – and in the year that the City of Alexandria celebrates its 275th birthday! The parade is expected to feature 2,000 participants, including drum corps, color guards, bands, city and community dignitaries, community and fraternal organizations, youth groups and, of course, General Washington and Martha Washington. It has drawn as many as 80,000 spectators in good weather.

PARADE SPONSORSHIPS

\$20,000 Jubilee Sponsorship

Exclusive

- ❖ Top level recognition as Jubilee Sponsor in the publicity and promotion for the George Washington Birthday Parade, including:
 - The Parade website, with logo and website link (www.washingtonbirthday.com)
 - The press release announcing the Parade and all February events
 - The George Washington Celebration newsletter for 6+ issues (1,000+ recipients), with logo
 - A dedicated George Washington Celebration Facebook post and tweet thanking the Parade's Jubilee Sponsor, with logo
 - A George Washington Celebration Facebook post and tweet thanking the Parade sponsors
 - The Visit Alexandria website page listing George Washington celebration events in February

- ❖ Top level recognition as the Parade's Jubilee Sponsor on Parade Day, including:
 - Prominent placement in the George Washington Birthday Parade, with a dedicated car and signage recognizing the Parade's Jubilee Sponsor
 - Name and logo on March of Order made available to parade spectators
 - Recognition by Parade Announcers as the Jubilee Sponsor at Parade Review Stand, which is recorded and distributed by local media

- Logo placement on signage on Parade Review Stand
- Exclusive recognition with logo on maps distributed to parade participants

❖ Special events and opportunities

- Table for ten at the Friendship Veterans Fire Engine Association breakfast the day of the Parade, attended by city and community officials and the first appearance of the day by General Washington and Martha Washington
- Five seats on the Parade reviewing stand
- A photo opportunity with General Washington and Martha Washington
- A customized George Washington's Alexandria guided walking tour for up to 20 clients, family, or friends, followed by a reception with General Washington, at the time of your choosing

\$10,000 Diamond Sponsorship

Exclusive

❖ Impactful recognition as the Diamond Sponsor in the publicity and promotion for the George Washington Birthday Parade, including:

- The Parade website, with logo and website link (www.washingtonbirthday.com)
- The press release announcing the Parade and all February events
- The George Washington Celebration newsletter for 6+ issues (1,000+ recipients), with logo
- A dedicated George Washington Celebration Facebook post and tweet thanking the Parade's Diamond Sponsor, with logo
- A George Washington Celebration Facebook post and tweet thanking the Parade sponsors
- The Visit Alexandria website page listing George Washington celebration events in February

❖ Impactful recognition as the Diamond Sponsor on Parade Day, including:

- Prominent placement in the Parade, with a dedicated car and signage recognizing the Diamond Sponsor.
- Name and logo on March of Order made available to parade spectators
- Recognition by Parade Announcers as the Diamond Sponsor at Parade Review Stand, which is recorded and distributed by local media
- Logo placement on signage on Parade reviewing stand

❖ Special events and opportunities

- Five complimentary tickets to the Friendship Veterans Fire Engine Association breakfast the day of the Parade, with city and community officials and the first appearance of the day by General Washington and Martha Washington
- Three seats on the Parade Review Stand
- A photo opportunity with General Washington and Martha Washington.
- A customized George Washington's Alexandria guided walking tour for up to 20 clients, friends, or family

\$5,000 Gold Sponsorship

Unlimited availability

- ❖ Prominent recognition as a Gold Sponsor in the publicity and promotion for the George Washington Birthday Parade, including:
 - The Parade website, with logo and website link (www.washingtonbirthday.com)
 - The press release announcing the Parade and all February events
 - The George Washington Celebration newsletter for 6+ issues (1,000+ recipients), with logo
 - A George Washington Celebration Facebook post and tweet thanking the Parade's Gold Sponsors
 - The Visit Alexandria website page listing George Washington celebration events in February

- ❖ Prominent recognition as a Parade Gold Sponsor on Parade Day, including:
 - Prominent placement in the Parade, with a dedicated car and signage recognizing the Gold Sponsors
 - Name and logo on March of Order made available to parade spectators
 - Recognition by Parade Announcers as a Gold Sponsor at the Parade Review Stand, which is recorded and distributed by local media
 - Logo placement on signage on Parade Review Stand

- ❖ Special events and opportunities
 - Two complimentary tickets to the Friendship Veterans Fire Engine Association breakfast the day of the Parade, with city and community officials and the first appearance of the day by General Washington and Martha Washington
 - Two seats on the Parade Review Stand
 - A photo opportunity with General Washington and Martha Washington

\$2,500 Silver Sponsorship

Unlimited availability

- ❖ Notable recognition as a Silver Sponsor in the publicity and promotion for the George Washington Birthday Parade, including:
 - The Parade website, with logo and website link (www.washingtonbirthday.com)
 - The press release announcing the Parade and all February events
 - The George Washington Celebration newsletter for 6+ issues (1,000+ recipients), with logo
 - A George Washington Celebration Facebook post and tweet thanking the Parade's Silver Sponsors

- ❖ Notable recognition as a Silver Sponsor on Parade Day, including:
 - Prominent placement in the Parade, with a car and signage recognizing the Silver Sponsors
 - Name and logo on March of Order made available to parade spectators
 - Recognition by Parade Announcers as a Silver Sponsor at the Parade Review Stand, which is recorded and distributed by local media
 - Logo placement on signage on Parade reviewing stand

❖ Special events and opportunities

- One complimentary ticket to the Friendship Veterans Fire Engine Association breakfast the day of the Parade, with community officials, and the first appearance of the day by General Washington and Martha Washington
- One seat on the Parade Review Stand
- A photo opportunity with General Washington and Martha Washington

Bronze Sponsors: \$1,000

Unlimited availability

❖ Recognition as a Bronze Sponsor in the publicity and promotion for the George Washington Birthday Parade, including:

- The Parade website (www.washingtonbirthday.com)
- The press release announcing the Parade and all February events
- The George Washington Celebration newsletter for 6+ issues (1,000+ recipients)
- A George Washington Celebration Facebook post and tweet thanking the Parade sponsors

❖ Recognition as a Bronze Sponsor on Parade Day, including

- Name on March of Order made available to parade spectators
- Name on signage on Parade reviewing stand
- Recognition by Parade Announcers as a Bronze Sponsor at the Parade Review Stand, which is recorded and distributed by local media

❖ Special events and opportunities

- One complimentary ticket to the Friendship Veterans Fire Engine Association breakfast the day of the Parade, with city and community officials and the first appearance of the day by General Washington and Martha Washington
- A photo opportunity with George and Martha Washington

Supporting Sponsor: \$500

Unlimited availability

❖ Recognition as a Supporting Sponsor in the publicity and promotion for the George Washington Birthday Parade, including:

- The Parade website, with logo and website link (www.washingtonbirthday.com)
- The press release announcing the Parade and all February events
- The George Washington Celebration newsletter for 6+ issues (1,000+ recipients)
- A George Washington Celebration Facebook post and tweet thanking the Parade sponsors

❖ Recognition as a Parade Supporting Sponsor on Parade Day, including name on March of Order made available to parade spectators

Parade Donor: \$250

Unlimited availability

❖ Recognition as a Parade Donor in:

- The Parade website, with logo and website link (www.washingtonbirthday.com)
- The George Washington Celebration newsletter for 6+ issues (1,000+ recipients)
- A George Washington Celebration Facebook post and tweet thanking the Parade sponsors

EVENT SPONSORSHIPS

Awards & Appreciation Reception Sponsor: \$7,500

A special ceremonial event following the parade, which will honor Parade award winners and significant contributors. The event is attended by 150 people, including city officials and community leaders.

- ❖ Prominent recognition as the Awards & Appreciation Reception Sponsor in the publicity and promotion for the George Washington Birthday Parade, including:
 - The Parade website, with logo and website link (www.washingtonbirthday.com)
 - The press release announcing the Parade and all February events
 - The George Washington Celebration newsletter for 6+ issues (1,000+ recipients), with logo
 - A George Washington Celebration Facebook post and tweet thanking the Award & Appreciation Reception Sponsor
 - The Visit Alexandria website page listing George Washington celebration events in February
- ❖ Exclusive recognition in all publicity and promotion for the Awards & Appreciation Reception, including:
 - The George Washington Celebration newsletter announcement of the Reception (1,000+ recipients)
 - The George Washington Celebration Facebook post and tweet announcing the Reception
- ❖ Prominent recognition on Parade Day, including:
 - Prominent placement in the Parade, with a dedicated car and signage recognizing the Awards & Appreciation Reception Sponsor
 - Name and logo on March of Order made available to all parade spectators
 - Recognition by Parade Announcers at Parade Review Stand
 - Logo placement on signage on Parade Review Stand
 - Exclusive signage at Post-Parade Awards & Appreciation Reception, with logo
 - Recognition from podium at the Post-Parade Awards & Appreciation Reception
 - A photo opportunity with General Washington

George Washington Cherry Challenge Sponsor: \$1,000

A competition among restaurants in Alexandria throughout February over who can create the best cherry offering! The competing restaurants and their entries are showcased on the Parade web site and other social media.



- ❖ Exclusive recognition in all publicity and promotion for the Cherry Challenge, including:
 - Logo placement and website link by the event on the Parade website (www.washingtonbirthday.com)
 - The George Washington Celebration newsletter for 6+ issues (1,000+ recipients)
 - Recognition in George Washington Celebration Facebook post and tweet announcing the Cherry Challenge Sponsor
 - Recognition in a George Washington Celebration Facebook post and tweet announcing the Cherry Challenge winners
 - Logo on the online Cherry Challenge ballot on the Parade website.
- ❖ Recognition as the Cherry Challenge Sponsor in the publicity and promotion for the George Washington Birthday Parade, including:
 - The Parade website and events page (www.washingtonbirthday.com)
 - The press release announcing the Parade and all February events
 - The George Washington Celebration newsletter for 6+ issues (1,000+ recipients)

George Washington's Preferred Inn

Exclusive

General Washington is unable to reside at his Alexandria townhouse the evening before the Parade, and is seeking a comfortable place for Martha and him to stay. They would be much obliged to partake of the hospitality offered by a local inn!



- ❖ Recognition in publicity and promotion for George Washington Birthday Parade events.
- ❖ Recognition with logo and link to website as General Washington's preferred hotel on the Parade website (www.washingtonbirthday.com) and events page.
- ❖ Recognition in George Washington Celebration newsletter for 6+ issues (1,000+ recipients)
- ❖ A photo of General Washington checking into his preferred hotel, with a dedicated Facebook post and social media shout-out announcing that he has arrived in Alexandria.

George Washington's Alexandria Tours Sponsor: \$250

These popular 90-minute guided walking tours, offered every Sunday in February, visit sites in historic Old Town Alexandria that are associated with Washington and his closest colleagues. Two hundred Alexandria residents and visitors participated in the 2023 tours, which passed by many local merchants and storefronts.



- ❖ Recognition as the George Washington’s Alexandria Tour Sponsor in the publicity and promotion for the George Washington Birthday Parade, including:
 - The Parade website and events page (www.washingtonbirthday.com)
 - The press release announcing the Parade and all February events
 - The George Washington Celebration newsletter for 6+ issues (1,000+ recipients)

- ❖ Exclusive recognition in all publicity and promotion for the tours, including:
 - The Parade website (www.washingtonbirthday.com) events page
 - The EventBrite registration page
 - The George Washington newsletter article (1,000+ recipients) announcing the tours
 - A George Washington Celebration Facebook post and tweet announcing the tours

Sponsorship Payment Options

- **Online:** Click [HERE](#) to be redirected to the City of Alexandria’s website to complete your payment. Identify the name of the sponsorship in the Comments field.

- **By check or money order:** Make the check or money order payable to the City of Alexandria, with George Washington Birthday Celebration Committee or GWBCC in the memo field. Mail to GWBCC Sponsorships, c/o Mary Bramley, 220 N. Washington Street, Alexandria, VA 22314.