

# PHILADELPHIA VETERANS PARADE & FESTIVAL





# MISSION & IMPACT

The Philadelphia Veterans Parade & Festival is dedicated to honoring and celebrating the service and sacrifices of our nation's veterans. We foster community spirit, raise awareness about veteran issues, and provide a platform for veterans and their families to connect with resources and support.

The Philadelphia Veterans Parade & Festival impacts our community by bringing together over 7,000 participants annually, including veterans, R.O.T.C. members, veteran service organizations, and businesses with strong veteran constituencies.

**The parade & festival are powerful opportunities for sponsors to demonstrate their commitment to veterans while gaining visibility among a diverse audience. Sponsorship supports our mission to honor veterans, raise awareness about their needs, and promote community unity.**

## DID YOU KNOW?

943,417 Veterans live in Pennsylvania, 7.3% of the state's population  
7% of Pennsylvania veterans are female  
79% are over 50 years old  
Pennsylvania has 97,969 veteran-owned businesses  
261,000 Pennsylvania veterans served in the Vietnam era

**PENNSYLVANIA RANKS 4TH  
IN US VETERAN RESIDENTS**



## NOW IN ITS 10TH YEAR

The Philadelphia Veterans Parade & Festival takes place on Sunday, November 10 starting at noon, proceeding down Benjamin Franklin Parkway and ending at the Philadelphia Art Museum & Eakins Oval, a new route for 2024

## BROADCAST LIVE ON 6ABC

With more than 7,000 participants and attendees, the parade is also viewed by more than 27,000 people in the Greater Philadelphia Region

## EARNED MEDIA IMPACT

In 2023, the parade was also covered in 325 digital & print publications with an audience reach of 173 million

# THE PARADE



## FREE FESTIVAL

The Festival is a lively and friendly atmosphere that offers free entertainment including live music, kids activities, showcases military vehicles, and more

## FOOD TRUCKS AND VENDORS

Additionally there are food trucks and vendors for the general public to enjoy, as well as a beer garden

## VSO TABLES & BRAND ACTIVATIONS

The draw of the festival is our Veteran Service Organizations who use this opportunity to engage with parade-goers, connect with veterans and their families to educate and offer services

# THE FESTIVAL



## NETWORKING

The Viewing Reception is a private, ticketed event for our sponsors to meet & greet with parade dignitaries, elected officials, and media to view the parade from a unique viewpoint

## STEP & REPEAT

The parade photographer will capture photos of all sponsors at our branded step-repeat photo backdrop

## CATERED LUNCH & OPEN BAR

Enjoy delicious food and beverages provided by our sponsors

# THE VIEWING RECEPTION

# PARTNER WITH US

All of our sponsors can march in the parade & are recognized during the broadcast by our announcers!



Celebrity Chef Robert Irvine, 6abc host Alicia Vitarelli and Brigadier General Maureen Weigl Deputy Adjutant General for Veterans Affairs of PA



# COMCAST

# OUR 2024 TITLE SPONSOR

Thank you to our friends at Comcast for supporting the Philadelphia Veterans Parade & Festival for 10 years





# AVAILABLE SPONSORSHIP PACKAGES



**VIP Sponsor**

\$15,000

**Gold Sponsor**

\$10,000

**Silver Sponsor**

\$5,000

**Bronze Sponsor**

\$2,500

**Community Sponsor**

\$1,000

## SPONSORSHIP OPPORTUNITIES

SPONSOR PACKAGES	VIP TICKETS	ON AIR INTERVIEW	STEP & REPEAT LOGO	BRAND ACTIVATION	SOCIAL MEDIA FEATURES	SPONSORSHIP COST
Title Sponsor	16	x	x	x	5	\$25,000
VIP Sponsor	10	x	x	x	4	\$15,000
Gold Sponsor	6	x		x	3	\$10,000
Silver Sponsor	4			x	3	\$5,000
Bronze Sponsor	4				2	\$2,500
Community Sponsor	2				1	\$1,000



## **ON-AIR INTERVIEW WITH 6ABC**

VIP Sponsors are guaranteed an on-air interview to promote their organization during the 6abc broadcast

## **BRAND ACTIVATION AT FESTIVAL**

VIP Sponsors are allotted table space at the festival

## **GRANDSTAND SEATING & VIEWING RECEPTION TICKETS**

VIP Sponsors will have a designated row in the grandstand seating for the parade viewing and will receive 10 Viewing Reception tickets

## **SOCIAL MEDIA FEATURES**

VIP Sponsors will receive 4 dedicated social media posts on the Philadelphia Veterans Parade & Festival profiles

# **VIP SPONSOR**



### **ON-AIR INTERVIEW WITH 6ABC**

Gold Sponsors are guaranteed an on-air interview to promote their organization during the 6abc broadcast

### **BRAND ACTIVATION AT FESTIVAL**

Gold Sponsors are allotted table space at the festival

### **GRANDSTAND SEATING & VIEWING RECEPTION TICKETS**

Gold Sponsors will have designated grandstand seating for the parade viewing and will receive 6 Viewing Reception tickets

### **SOCIAL MEDIA FEATURES**

Gold Sponsors will receive 3 dedicated social media posts on the Philadelphia Veterans Parade & Festival profiles

# **GOLD SPONSOR**



## **BRAND ACTIVATION AT FESTIVAL**

Silver Sponsors are allotted table space at the festival

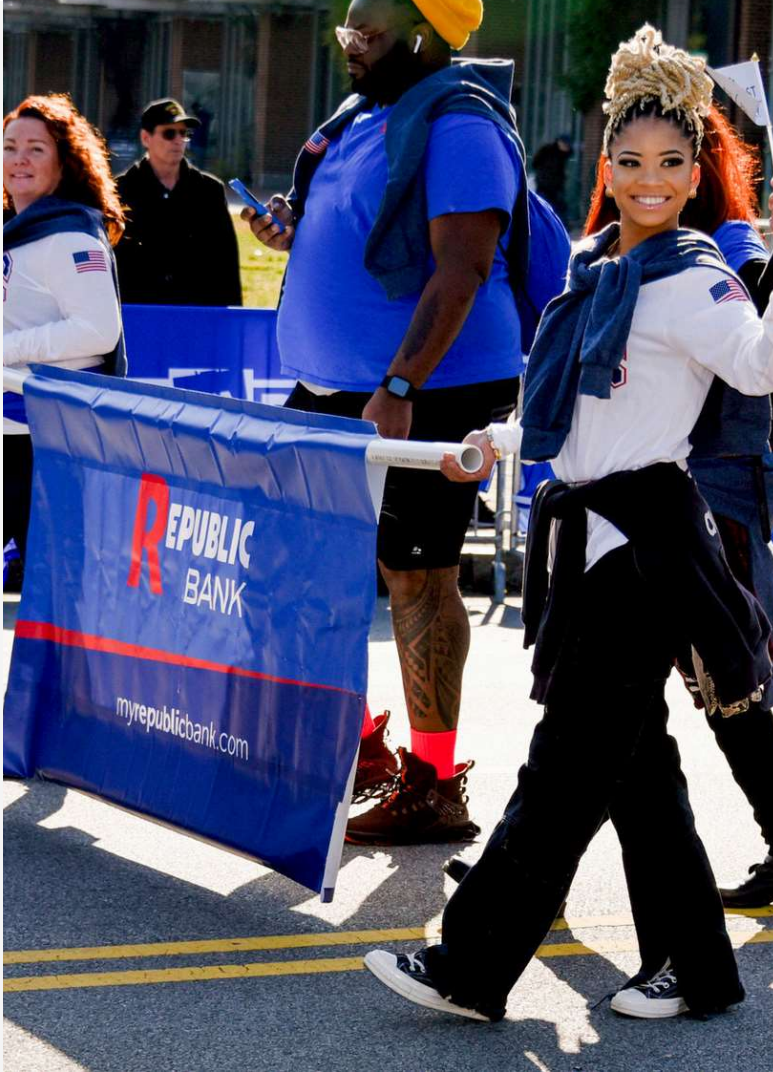
## **GRANDSTAND SEATING & VIEWING RECEPTION TICKETS**

Silver Sponsors will have designated grandstand seating for the parade viewing and will receive 4 Viewing Reception tickets

## **SOCIAL MEDIA FEATURES**

Silver Sponsors will receive 3 dedicated social media posts on the Philadelphia Veterans Parade & Festival profiles

# **SILVER SPONSOR**



## **GRANDSTAND SEATING & VIEWING RECEPTION TICKETS**

Bronze Sponsors will have designated grandstand seating for the parade viewing and will receive 4 Viewing Reception tickets

### **SOCIAL MEDIA FEATURES**

Bronze Sponsors will receive 2 dedicated social media posts on the Philadelphia Veterans Parade & Festival profiles

# **BRONZE SPONSOR**

## **GRANDSTAND SEATING & VIEWING RECEPTION TICKETS**

Community Sponsors will have designated grandstand seating for the parade viewing and will receive 2 Viewing Reception tickets

### **SOCIAL MEDIA FEATURES**

Community Sponsors will receive 1 dedicated social media posts on the Philadelphia Veterans Parade & Festival profiles

# **COMMUNITY SPONSOR**

# ADDITIONAL SPONSORSHIPS



## Swag Sponsor

\$10,000 or In-Kind Donation  
Branded Hats Distributed to First 1,000 Attendees

## Corporate Flag & Jump Sponsor

\$8,000  
Sponsorship of the Team Fastrax exhibition skydive during the parade

## Catering & Beverage Sponsor

\$3,000 or In-Kind Donation  
Catering and/or beverages Provided to Sponsors at Parade Viewing Reception

## Entertainment Sponsor

\$1,500 or In-Kind Donation  
Live Music & Entertainment at the Festival

# THANK YOU TO OUR 2023 SPONSORS



peco<sup>SM</sup>



IRVINE'S

COMCAST

aetna<sup>®</sup>



Food Shelter



CHADSFORD WINERY

Independence



NFP<sup>®</sup>



GREENCASTLE



Children's Hospital of Philadelphia<sup>®</sup>



HANDS FROM THE HEART  
Home Healthcare Services  
SERVICE YOU CAN TRUST



SISERS' IN STILETTOS



MISSION BBQ<sup>®</sup>

The American Way.





# LET'S SUPPORT VETERANS TOGETHER

Get in touch with us about sponsorship opportunities today

## EMAIL US

Steve Phillabaum, Parade Treasurer  
[stevephillabaum@gmail.com](mailto:stevephillabaum@gmail.com)

Food Shelter Public Relations  
[info@food-shelter.com](mailto:info@food-shelter.com)

## VISIT OUR WEBSITE

[phillyveteransparade.org](http://phillyveteransparade.org)

