


**NEW JERSEY'S FIRST OFFICIAL**  
**PAKISTAN**  
**DAY PARADE**

**SUNDAY AUGUST 16TH, 2015 OAK TREE ROAD - EDISON, NJ**  
**PARADE BEGINS 1 PM SHARP - MUSICAL PROGRAM ENDS AT 6 PM**

SPECIAL MUSICAL PERFORMANCES

<b>FARIHA PERVEZ</b>	<b>RAHEEM SHAH</b>	<b>KOMAL MALIK</b>	<b>WAQAS ALI</b>	<b>HAIDER AFZAL</b>
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## Sponsorship Opportunities 2015

Pakistan Parade Organization of NJ

Prepared by: Michael Ward, Business Manager

Contact: 732-902-2106

Email: [info@pakparade.org](mailto:info@pakparade.org)

# WHY SPONSOR THE PAKISTAN DAY PARADE?

### **Large Audience**

With over 394,000 Americans of Pakistani decent living in New Jersey, our state is home the largest Pakistani Community in the country. As our organization aggressively advertises and reaches out to our target audience, our expected yield of attendees translates to unprecedented exposure for your business, organization or message.

### **Effective Advertising**

Depending on which package you choose below, your Ad will be placed on highly visible banners, floats, signs and our ad journal. The investment you make in sponsoring this event will prove to be wise choice for your business.

### **Community Outreach**

If you are a business, community leader or organization, outreach to local communities and causes should be a key cornerstone of your marketing strategy. As a Non-Profit seeking to celebrate one of our state's most culturally rich communities, your sponsorship will earn your business/organization a memorable reputation as a valued partner with a desire to assist in celebrating our region's diversity.

### **A Wide Range of Sponsorship Levels**

Whether your marketing budget is large or small, our organization has the Sponsorship Package that is right for you and your business/organization. The list below highlights all of our packages that will effectively advertise on your behalf and allow you to stay within your marketing budget.

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## SPONSORSHIP PACKAGES - PAKISTAN DAY PARADE 2015

### SPONSORSHIP LEVELS

#### Your Needs Are Important to Us

If you would like to mix and match the services we provide below, please contact our office immediately so we can provide you with a custom quote.

Sponsorship Level	Description	Cost
Platinum Level Sponsor	<ul style="list-style-type: none"><li>- One float</li><li>- Recognition as a Main Event Sponsor</li><li>- Automatic recipient of an award</li><li>- Exclusive Main Stage Signage</li><li>- One Full Page (Color) Ad in our Ad Journal</li><li>- Premiere Booth Location at the Festival</li><li>- Table at the Gala Dinner</li><li>- Sponsorship Recognition in Press</li><li>- Meet the Artists/Musicians</li></ul>	\$10,000
Gold Level Sponsor	<ul style="list-style-type: none"><li>- Full Page Ad in Journal</li><li>- Sponsorship Listing on Materials</li><li>- Signage and Booth/Tent at Festival</li><li>- One Table at Gala</li><li>- Automatic Recipient of Award</li><li>- Sponsorship Recognition in Press</li></ul>	\$ 5,000
Silver Level Sponsor	<ul style="list-style-type: none"><li>- One Float at the Parade</li><li>- 1/2 Page Ad in Journal</li><li>- 2 Tickets for Gala</li><li>- Logo on All Materials</li><li>- Sponsorship Recognition in Press</li></ul>	\$ 2,500
Bronze Level Sponsor	<ul style="list-style-type: none"><li>- Half Page Ad in Journal</li><li>- Signage at Event</li><li>- Two Gala Tickets</li><li>- Logo on All Materials</li><li>- Meet the Artists/Musicians</li></ul>	\$ 1,000

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## **Pakistan Day Parade**

Main Off:

**616 Amboy Ave, Woodbridge, NJ 07095**

**Tel: (732) 207 3812 - (908) 380-9073**

**Email: info@Pakparade.org www.Pakparade.org**

# SPONSORSHIP APPLICATION

Dear Sponsor(s),

Pakistan Day Parade of NJ is a non-profit, community organization holding its largest parade in the state of New Jersey. The purpose of this event to bridge the gap between Pakistani community and other communities and to show case the Pakistani Heritage and Culture to main stream America. The Parade is expected to bring residents, businesses, organizations and the community together to celebrate the rich heritage & culture of Pakistani-Americans. Floats, food & beverage stalls, gift carts and live music featuring famous Pakistani artists are the highlights of this event. Floats will march from Oak Tree Rd, Edison Township to the heart of Woodbridge Township. This event is being advertised in New Jersey, New York & in PA on all forms of social, print and electronic media for over 1 Million viewers. Promotional campaigns are making their way throughout the community and is expected to bring very high number of attendees.

Business/Individual Name Providing Sponsorship \_\_\_\_\_

Business/Individual Contact Name \_\_\_\_\_ Phone \_\_\_\_\_

Business/Individual Address \_\_\_\_\_

Business/Individual Signature \_\_\_\_\_ Date \_\_\_\_\_

Sponsorship Amount \$ \_\_\_\_\_

Checks need to made out to: PAKISTAN DAY PARADE OF NJ.

Please return your completed form and payments to 1967 Route 27, Edison, NJ 08817.

If you have any questions, or if you would like further information, please do not hesitate to contact the Parade office at 732-207-3812. Thank you in advance for your support.

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