



2024 **OneLegacy** Donate Life Rose Parade® Float

**SPONSORSHIP OPPORTUNITIES**





## 2024 **OneLegacy** Donate Life Rose Parade® Float SPONSORSHIP OPPORTUNITIES

### THE OPPORTUNITY

On New Year's Day, the Donate Life community participates in America's New Year Celebration®, seen by over 45 million television viewers nationwide and over 28 million viewers internationally, with news coverage inspired by the deeply meaningful purpose of our parade participants. This participation includes:

- The sharing of real stories of organ, eye and tissue donors and recipients on a world stage
- Sponsorship of float participants including 40 donor floragraph honorees, 16 recipient float riders and 4 living donor float walkers
- Promotion of your organization and your participant stories nationwide
- Floragraph finishing events held across the nation rally communities to remember and honor donors and their living legacies

To learn more, visit us at [OneLegacyFloat.org](https://OneLegacyFloat.org) or send us your questions to [roseparade@onelegacyfoundation.org](mailto:roseparade@onelegacyfoundation.org).

### VALUE TO SPONSORS

- National recognition of donor and recipient stories to celebrate and promote organ, eye and tissue donation
- The reach of tailored social media plans
- Stronger relationships with audiences leading to higher donor registration rates
- An effective, nationally supported campaign spotlighting the life-changing stories from your area
- Special events for float participants and sponsor representatives

### GOALS

- Increase new donor registrations
- Inspire organ, eye and tissue participation
- Enhance local, regional, and national coverage of float participants



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## MARKETING OBJECTIVES AND INITIATIVES

- Encourage the public to register to be an organ, eye and tissue donor
- Celebrate stories of lives enhanced and saved
- Highlight local stories to inform and encourage donor registration in surrounding communities
- Provide measurable engagement points for supporters

## REAL RESULTS

- Global media coverage of your organization/brand
- Plan successful special events to introduce honorees
- Engage in effective social media campaigns

## 2023 MEDIA

- Over 2 billion media impressions nationwide
- More than 3 thousand media stories
- More than \$ 23.7 million in ad value
- More than 50 onsite media interview opportunities for your honoree and your organization/brand to be featured on parade week

*The 2023 **OneLegacy** Donate Life Rose Parade® Float, Lifting Each Other Up, was awarded the Sweepstakes trophy, the top award given by the Tournament of Roses for the most beautiful entry encompassing float design, floral presentation, and entertainment. This beautiful dragon shared a message of caring, generosity, and a celebration of life and legacy to millions across the country.*





## 2024 **OneLegacy** Donate Life Rose Parade® Float SPONSORSHIP OPPORTUNITIES

### WAYS TO PARTICIPATE

- Rider sponsor
- Walker sponsor
- Floragraph sponsor
- Additional sponsorship opportunities

### PURCHASE A PACKAGE

*All packages include the following:*

- Float participants featured on campaign materials, press kits, social media, and online
- Sponsor's name mentioned in press materials, social media, online and at event areas
- Transportation from hotel to float for float judging and decorating shifts
- Dedicated concierge services and sponsor/honoree assistance upon arrival and check-in
- Grandstand tickets to watch the Rose Parade (available only for sponsorship levels of \$5,000 and up)





## 2024 **OneLegacy** Donate Life Rose Parade® Float SPONSORSHIP DETAILS

### **Honoree Package - \$15,000\***

- 1 parade participant (rider, walker or floragraph honoree)
- 1 hotel room
- 4 Rose Parade® grandstand seat tickets
- 4 tickets to Honoree Dinner
- 4 tickets to Float Judging
- 4 tickets to Celebration of Life Dinner and Toast
- 4 tickets to Post Parade Brunch

*\*Basic package price for ONE honoree*

### **The following is included with the package:**

- *Limited license to use event logo, images and/or trademarks for the sponsor's promotion of participation*
- *Company/organization logo on website*
- *Tailored social media campaign highlighting sponsor's honoree story*
- *Venue signage with company/organization name displayed at check-in*
- *Company/organization mention in press materials*
- *Company/organization name in official 2024 yearbook given to all participants, sponsors and partners*
- *Press release templates to highlight participants and sponsors*
- *Custom b-roll video available for floragraphs*
- *Partnership with OneLegacy media specialist and public relations team to maximize your honoree's media and social media exposure*



# 2024 **OneLegacy** Donate Life Rose Parade® Float ADDITIONAL SPONSORSHIP OPPORTUNITIES

## **Honoree Dinner Sponsor - \$15,000**

Welcome all riders, walkers, floragraph families, sponsors and guests to the official **OneLegacy** Donate Life Rose Parade® Float campaign kick-off.

### **Sponsorship includes the following:**

- 6 Rose Parade® grandstand seat tickets
- 6 tickets to Honoree Dinner
- Opportunity to speak at the dinner
- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float
  - Entrance to the Welcome Dinner

## **Celebration of Life Dinner and Toast - \$15,000**

A celebratory gathering of honorees, family and friends. The dinner includes speakers, tributes as well as a toast to the New Year.

### **Sponsorship includes the following:**

- 6 Rose Parade® grandstand seat tickets
- 6 tickets to Celebration of Life Dinner and Toast
- Opportunity to speak at the dinner
- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float
  - Entrance to the Celebration of Life Dinner



# 2024 **OneLegacy** Donate Life Rose Parade® Float ADDITIONAL SPONSORSHIP OPPORTUNITIES

## **Parade Day Meal Sponsor - \$12,500**

Sponsor the breakfast supplied to the riders and walkers heading to the parade as well as the “welcome back” lunch for all participants returning from the parade.

### **Sponsorship includes the following:**

- 4 Rose Parade® grandstand seat tickets
- 4 tickets to lunch
- Opportunity to speak at the lunch
- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float
  - Entrance to the welcome back lunch

## **Float Judging - \$10,000**

Sponsorship provides a continental breakfast for all float judging participants.

### **Sponsorship includes the following:**

- 4 Rose Parade® grandstand seat tickets
- 4 tickets to Float Judging
- Opportunity to speak at event
- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float
  - Tent at Fiesta Parade Floats during float judging



# 2024 **OneLegacy** Donate Life Rose Parade® Float ADDITIONAL SPONSORSHIP OPPORTUNITIES

## **Transportation Sponsor - \$7,500**

Sponsor the transportation provided to guests to and from the hotel to Fiesta Parade Floats.

### **Sponsorship includes the following:**

- 4 Rose Parade® grandstand seat tickets
- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float
  - Rider/Walker bus to and from parade

## **Gary's Gateway/Founder Sponsor - \$7,500**

Sponsorship provides an opportunity to honor the founder of the float, as well as highlight the history of the float.

### **Sponsorship includes the following:**

- 4 Rose Parade® grandstand seat tickets
- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float
  - Entrance to Gateway





# 2024 **OneLegacy** Donate Life Rose Parade® Float ADDITIONAL SPONSORSHIP OPPORTUNITIES

## **Yearbook Sponsor - \$6,000**

Sponsorship provides the opportunity to honor the riders, walkers and floragraph honorees in a commemorative yearbook.

### **Sponsorship includes the following:**

- 2 Rose Parade® grandstand seat tickets
- Full page ad/recognition in official **OneLegacy** Donate Life Rose Parade® Float yearbook
- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float

## **Entertainment Sponsor - \$5,000**

Sponsor provides entertainment for the Celebration of Life Dinner and Toast.

### **Sponsorship includes the following:**

- 2 Rose Parade® grandstand seat tickets
- 2 tickets to Celebration of Life Dinner
- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float

## **Rose Dedication Room Sponsor - \$5,000**

Sponsor the Rose Dedication Room where participants can personally place their dedicated rose.

### **Sponsorship includes the following:**

- 2 Rose Parade® grandstand seat tickets
- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float



# 2024 **OneLegacy** Donate Life Rose Parade® Float ADDITIONAL SPONSORSHIP OPPORTUNITIES

## **Participant Experience Sponsor - \$5,000**

Sponsorship provides for the look and feel of the hotel including the décor of the lobby, ballroom and other areas where participants will gather.

### **Sponsorship includes the following:**

- 2 Rose Parade® grandstand seat tickets
- Acknowledgement and logo featured on the following:
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  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float

## **Volunteer Float Crew Meal Sponsor - \$5,000**

Show the float crew chiefs and our volunteer crew your appreciation by sponsoring the lunches and dinners provided to them while working to make the float the best in the parade!

### **Sponsorship includes the following:**

- 2 Rose Parade® grandstand seat tickets
- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float

## **Rider and Walker Apparel Sponsor - \$4,500**

Provide the apparel for the riders and walkers to be worn at float judging and on parade day.

### **Sponsorship includes the following:**

- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
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# 2024 **OneLegacy** Donate Life Rose Parade® Float ADDITIONAL SPONSORSHIP OPPORTUNITIES

## **Floragraph Shipping Sponsor - \$3,500**

Sponsorship provides the supplies needed to ensure a fantastic parade day experience for everyone.

### **Sponsorship includes the following:**

- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website

## **Swag Bag Sponsor - \$2,500**

Sponsorship provides “swag bags” given to participants upon arrival to the Welcome Room.

### **Sponsorship includes the following:**

- Company/organization provided flyer included in every bag
- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float

## **Sand Jar Sponsor - \$2,000**

Provide a commemorative sand jar to all riders, walkers and floragraph families as a way to remember their Rose Parade experience.

### **Sponsorship includes the following:**

- Acknowledgement and logo featured on the following:
  - **OneLegacy** Donate Life Rose Parade® Float yearbook
  - **OneLegacy** Donate Life Rose Parade® Float website
  - Lobby of the official hotel of the **OneLegacy** Donate Life Rose Parade® Float



# 2024 OneLegacy Donate Life Rose Parade® Float SPONSORSHIP BENEFITS AT A GLANCE



## HONOREE OPPORTUNITIES AVAILABLE - \$15,000

SPONSORSHIP	Floragraph	Rider	Walker
Hotel Room	1	1	1
Grandstand Tickets	4	4	4
Welcome Dinner	4	4	4
Float Judging	4	4	4
Celebration of Life	4	4	4
Post Parade Lunch	4	4	4
Float Decorating	4	4	4

## ADDITIONAL BENEFITS

SPONSORSHIP	\$15,000	\$12,500	\$10,000	\$7,500	\$6,000	\$5,000	\$4,500	\$3,500	\$2,500
Grandstand Tickets	🌸	🌸	🌸	🌸	🌸	🌸			
Event Tickets	🌸	🌸	🌸						
Speaking Opportunity	🌸	🌸	🌸						
Logo in Yearbook	🌸	🌸	🌸	🌸	🌸	🌸	🌸	🌸	🌸
Logo on Website	🌸	🌸	🌸	🌸	🌸	🌸	🌸	🌸	🌸
Logo in Hotel Lobby	🌸	🌸	🌸	🌸	🌸	🌸	🌸		🌸
Logo at Event	🌸	🌸	🌸	🌸				🌸	

The OneLegacy Donate Life Rose Parade® Float campaign is a program of the OneLegacy Foundation, a 501(c)(3) non-profit organization, tax ID #45-2936915.



## Thank you to all of our 2023 sponsors

- American Association of Tissue Banks
- Artivion
- AxoGen Corporation
- Bazic Products
- Bridge to Life
- Cedars-Sinai Medical Center
- Center for Donation & Transplant
- Community Tissue Services
- CompuMed
- CPMC
- David's Final Flight
- Dignity Memorial Providers
- Donate Life California
- Donate Life Indiana
- Donate Life South Carolina
- Donor Alliance
- Donor Network West
- First Republic
- Global Transplant Solutions
- Indiana Donor Network
- Esther-Marie Carmichael
- Iowa Donor Network
- Jersey Mike's
- JJ's Legacy
- Kamden's Group Hug, Inc.
- Legacy Donor Services Foundation
- Legacy of Hope
- LifeCenter Northwest
- LifeLink Foundation
- LifeNet Health
- LifeShare of Oklahoma
- Lifesharing
- LOPA
- Mark Wesley Pinckard-Renaissance Scholarship Fund
- Midwest Transplant Network
- MTF Biologics
- Nevada Donor Network
- New England Donor Services
- Raising Cane's
- RTI Donor Services
- Ryan's Legacy
- Sharing Network Foundation
- Specialist Direct
- Stanford Children's Hospital
- Student Organ Donation Advocates
- Thermo Fisher Scientific
- UCSF Health
- Union County Community Foundation
- We Are Sharing Hope SC
- Xtant Medical

## **CONTACT**

*General Inquiries: [roseparade@onelegacyfoundation.org](mailto:roseparade@onelegacyfoundation.org)*



### **Mailing Address:**

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