

MERRICK FESTIVAL
Caroling
COMPETITION

The 2021 Caroling Competition
For 35 Years, Coral Gables' premier holiday event
Wednesday, December 1st through Sunday, December 5th
Televised Awards Show Tuesday, December 7th

The Caroling Competition is South Florida's premier holiday event. For the past 34 years it has kicked off the holiday season in Coral Gables with the sounds of children singing under the tree!

The Competition is entirely supported through the generosity of the municipal and corporate community. A total of 20 cash prizes, up to \$20,000, are awarded each year to 30 middle and senior high school choirs. The prizes are awarded in two divisions, with four competitive categories. If you represent a company with a substantial presence in Coral Gables, or your market is pre-teens, teens and their parents, you should be a sponsor of this event.

More than 25,000 people attend the Competition over the six nights. In addition to the thousands of young people and their parents and relatives, the event has a loyal contingent of Coral Gables residents who never miss these free concerts year after year. If your target market includes the affluent Coral Gables market, this is the perfect event for you.

2021 SPONSORSHIP PACKAGES

TITLE SPONSOR

\$10,000

PRESENTING SPONSOR

\$5,000

OR

Papa Noel \$2,500

Category Prize Sponsor \$1,500

Santas \$1,000 to \$1,500

Elves \$500 to \$1,000

Helpers Less than \$500

The Competition awards prizes in four categories, Full Choir, Show Choir, Magnet Choir and Small Ensemble. Category Sponsors, will name and present the prizes in one of these categories. A detailed Sponsorship Proposal is attached for your information.

But the most important sponsorship benefit we can promise you is the undying gratitude of over 1,500 school children who sing their hearts out in front of the 550 Building every year. Over the past 32 years, the Caroling Competition has contributed nearly \$300,000 to the school music programs in South Florida. They use the money for new uniforms, trips to national competitions and a host of other very worthy causes. Their prize money assures the continuation of music programs in their schools and helps them raise money without selling candy or washing cars to fund their expenses! Every participating school receives at least \$175 cash to help defray the cost of transportation for their appearance at the Competition.

Promotion for this event begins September 1st. Sponsorship commitments need to be secured no later than October 1st in order for your company to be included in all the publicity and printed materials. Contributions are required by November 1st, and are tax deductible to the extent provided by law.

2021 Caroling Competition Title Sponsor Proposal

Event Dates: December 1 through December 5, 2021
Awards Show Tuesday, December 7, 2021

Location: 550 Biltmore Way Building, Coral Gables

Title Sponsor's ad, logo and/or name recognition will be featured in:

- ♪ MiamiHerald.com On Line Rich Media Floating Flash - 100,000 impressions.
A floating logo ad, that can be targeted to any channel (Homepage, Entertainment, etc). It plays for max 10 sec, once per uv, per day and features sounds, full motion and custom effects.
\$5,000 Advertising Value
- ♪ Print ads including Miami Herald Weekend, Neighbors and Community Newspapers and Coral Gables Magazine. \$7,000 Advertising Value
- ♪ 12-30 second commercials on WLRN radio, AM and PM drive time for the week prior to and the week of the Competition. \$6,000 Advertising Value
- ♪ 50-15 second television commercials through Comcast Spotlight to be aired 25 per station on AMC, Lifetime, TNT and USA networks for the week prior to and the week of the Competition.
\$10,000 Advertising Value
- ♪ Coral Gables Clear Channel Digital Billboard - Bird Road & Douglas (SW 37 Avenue) for two weeks surrounding the Competition.
\$4,000 Advertising Value
- ♪ Logo on 136 Interior posters and all digital clock displays on Miami Metro Rail for the month of November.
\$5,000 Advertising Value
- ♪ Recognition on 2,500 posters and the back cover of 5,000 program magazines county wide.
\$5,000 Advertising Value
- ♪ Banner placement and presentation of prizes to the Category Winners by Sponsor's designated representative at the televised Awards Show, Tuesday, December 10, 2021. This show is attended by more than 3,000 people and is shown in 44 markets nationwide during the holiday season. \$1,000 Advertising Value
- ♪ Logo placement and editorial on the Caroling Competition Website, www.CarolingCompetition.org. inclusion in all of the social media campaigns surrounding the event for a full year. \$5,000 Advertising Value
- ♪ Sponsor promotion in all advertising, public relations and press materials.
- ♪ The undying gratitude of more than 1,500 young people who sing their hearts out in front of the 550 Building every year. PRICELESS!

**RETAIL ADVERTISING VALUE IN EXCESS OF
\$50,000**

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Sponsorship Cost: **\$10,000**

2021 Caroling Competition Presenting Sponsor Proposal

Event Dates: December 1 through December 5, 2021
Awards Show Tuesday, December 7, 2021

Location: 550 Biltmore Way Building, Coral Gables

Sponsor's ad, logo and/or name recognition will be featured in:

- ♪ Print ads including Miami Herald Weekend, Neighbors and Community Newspapers.
\$5,000 Advertising Value
- ♪ 12-30 second commercials on WLRN radio, AM and PM drive time for the week prior to and the week of the Competition. \$6,000 Advertising Value
- ♪ Coral Gables Clear Channel Digital Billboard - Bird Road & Douglas (SW 37 Avenue) for two weeks surrounding the Competition. \$4,000 Advertising Value
- ♪ Logo on 136 Interior posters and the digital clock displays on Miami Metro Rail for the month of November thru the end of the event. \$5,000 Advertising Value
- ♪ Logo placement and Recognition on 2,500 posters and a full page ad in 5,000 program magazines county wide. \$2,500 Advertising Value
- ♪ Banner placement and presentation of prizes to the Category Winners by Sponsor's designated representative at the televised Awards Show, Tuesday, December 10, 2021. This show is attended by more than 3,000 people and is shown in 44 markets nationwide during the holiday season. \$1,000 Advertising Value
- ♪ Logo placement on the Caroling Competition Website, www.CarolingCompetition.org. inclusion in all of the social media campaigns surrounding the event for a full year. \$1,000 Advertising Value
- ♪ Sponsor promotion in all advertising, public relations and press materials.
- ♪ The undying gratitude of more than 1,500 young people who sing their hearts out in front of the 550 Building every year. PRICELESS!

RETAIL ADVERTISING VALUE IN EXCESS OF
\$25,000

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Sponsorship Cost: **\$5,000**

2021 Caroling Competition Papa Noel Sponsor Proposal

Event Dates: December 1 through December 5, 2021
Awards Show Tuesday, December 7, 2021

Location: 550 Biltmore Way Building, Coral Gables

Sponsor's logo and/or name recognition will be featured in:

- ♪ Print ads including Miami Herald Weekend, Neighbors and Community Newspapers.
\$5,000 Advertising Value
- ♪ Coral Gables Clear Channel Digital Billboard - Bird Road & Douglas (SW 37 Avenue) for two weeks surrounding the Competition. \$4,000 Advertising Value
- ♪ Name on 136 Interior posters on Miami Metro Rail for the month of November.
\$5,000 Advertising Value
- ♪ Recognition on 2,500 posters and a half page ad in 5,000 program magazines county wide.
\$1,000 Advertising Value
- ♪ Logo placement on the Caroling Competition Website, www.CarolingCompetition.org. inclusion in all of the social media campaigns surrounding the event for a full year.
\$1,000 Advertising Value
- ♪ Presentation of prizes to the Category Winners by Sponsor's designated representative at the televised Awards Show, Tuesday, December 7, 2021.
- ♪ Sponsor promotion in all advertising, public relations and press materials.
- ♪ The undying gratitude of more than 1,500 young people who sing their hearts out in front of the 550 Building every year. PRICELESS!

RETAIL ADVERTISING VALUE IN EXCESS OF
\$15,000

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Sponsorship Cost: **\$2,500**

2021 Caroling Competition Category Prize Sponsor Proposal

Event Dates: December 1 through December 5, 2021
Awards Show Tuesday, December 7, 2021

Location: 550 Biltmore Way Building, Coral Gables

Sponsor's name ONLY will be included in:

- ♪ Print ads including Miami Herald Weekend, Neighbors and Community Newspapers.
\$5,000 Advertising Value
- ♪ 136 Interior posters on Miami Metro Rail for the month of November.
\$5,000 Advertising Value
- ♪ Recognition on 2,500 posters and a half page ad in 5,000 program magazines county wide.
\$1,000 Advertising Value
- ♪ The Caroling Competition Website, www.CarolingCompetition.org, inclusion in all of the social media campaigns surrounding the event for a full year.
\$500 Advertising Value
- ♪ Presentation of prizes to the Category Winners by Sponsor's designated representative at the televised Awards Show, Tuesday, December 7, 2021.
- ♪ Sponsor promotion in all advertising, public relations and press materials.
- ♪ The undying gratitude of more than 1,500 young people who sing their hearts out in front of the 550 Building every year. PRICELESS!

RETAIL ADVERTISING VALUE IN EXCESS OF
\$10,000

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Sponsorship Cost: **\$1,500**