

2026 PARADE PARTNERSHIP OPPORTUNITIES



Black
HISTORY

MONTH PARADE

Saturday February 7, 2026

2ND ANNUAL SGBC BLACK HISTORY MONTH PARADE

Saturday, February 7, 2026 | Step-Off: 12:00 PM

Black History in Motion: Expanding the Legacy

WHY PARTNER WITH US?

In 2025, we made history.
In 2026, we expand the legacy.

By partnering with the Southern Georgia Black Chambers (SGBC), your brand gains direct access to a diverse, engaged audience of families, students, and community leaders. This is the premier cultural celebration of the season in Valdosta.



THE LEGACY PARTNER (Presenting Sponsor)

Investment: \$2,500

Visibility:

- "Presented By" Naming Rights: Your logo lock-up on all remaining digital marketing, press releases, and the Official Parade Banner carried at the front of the procession.
- Main Stage Branding: Prime banner placement on the Stage at the MLK Monument Block Party.
- T-Shirt Dominance: Large, top-tier logo placement on the back of the Commemorative T-Shirt.

Engagement:

- VIP Speaking Spot: 2-minute opportunity to address the crowd at the Block Party.
- Premier Parade Entry: Complimentary Float/Vehicle entry with priority positioning (Lineup spots #1–5).



THE HERITAGE PARTNER (Corporate Sponsor)

Investment: \$1,000

Visibility:

- Social Media Spotlight: Dedicated "Partner Spotlight" post on SGBC social channels.
- T-Shirt Feature: Logo placement on the Commemorative T-Shirt.
- Route Visibility: Yard signs with your logo placed at the Staging Area (Pinevale) and Disband Area (Monument).

Engagement:

- Parade Entry: Complimentary Float/Vehicle entry.
- Vendor Booth: Complimentary 10x10 space at the Block Party Vendor Village.
- Announcer Shout-out: Special script read by the DJ as your unit passes the monument.



THE UNITY PARTNER (Small Business Sponsor)

Investment: \$500

Visibility:

- T-Shirt Listing: Company name (text only) listed on the Commemorative T-Shirt.
- Website Listing: Logo on the Official Parade Landing Page.

Engagement:

- Parade Entry: Complimentary Float/Vehicle entry.
- Announcer Shout-out: Recognition during the parade review.



"A LA CARTE" OPPORTUNITIES

Specific, high-impact branding options.

The "Block Party" Entertainment Sponsor (\$1,500)

- Exclusive: Covers the cost of the DJ and sound.
- Benefit: "The Block Party Powered by [Your Company]" signage near the speaker towers.

The "Hydration Station" Sponsor (\$750)

- Exclusive: Covers the "Water Monster" and cups.
- Benefit: Your branding around the water station area at the finish line (High traffic area!).

The "Gold Clean-Up" Sponsor (\$500)

- Exclusive: Covers the cost of the post-event cleanup crew.
- Benefit: Branded "Keeping Valdosta Beautiful" signage along parade route.



**Please return the
Sponsorship Agreement
Form by January 16, 2026
to ensure logo placement
on T-shirts.**

