

**PMPMG**

P.O. Box 2428

Philadelphia, PA 19147

856.665.5513

[www.TheMummersParade.com](http://www.TheMummersParade.com)

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## PHILADELPHIA MUMMERS PARADE MARKETING GROUP



*Celebrate  
the Tradition!*



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OVERVIEW

## PHILADELPHIA MUMMERS PARADE MARKETING GROUP



### **MARCHING WITH PRIDE. MARCHING WITH HISTORY. MARCHING FOR NEW YEAR'S DAY.**

**The Tradition** of the Philadelphia Mummers is truly unique to the City of Philadelphia, the entire Greater Philadelphia Region and the United States of America. There is no other parade like the Philadelphia Mummers New Year's Day Parade in the country-it is considered by many national historians and regional experts to be the most authentic folk festival in the United States. The sight and sounds of the Philadelphia Mummers are distinctive. The elaborate costumes, the uplifting music, the dedicated marching, the energized strutting...the amazing spectacle that is the New Year's Day bridge between the City of Philadelphia's past, present and future that unites all that Philadelphia once was with all that Philadelphia is today.

New Year's Day is about celebrating, and there's no better place than at the Philadelphia Mummers Parade, a 108 year-old tradition in which 15,000 men and women dressed in colorfully lavish costumes twirl, sashay and strut up one of the city's main streets. Millions of people watch the Philadelphia Mummers captivate the City of Philadelphia each January 1. The Philadelphia Mummers New Year's Day Parade is an unforgettably vibrant and musical ritual-the parade and subsequent performances are all family friendly, yet exciting enough to entertain people of all ages. Mummers are men and women of all ages who belong to one of more than 40 social clubs that make up the Philadelphia Mummers Association. The clubs, split into four divisions, and comprised largely of families include the Comics, Fancies, String Bands and Fancy Brigades.

Today, the Philadelphia Mummers Parade Marketing Group-a collective of marketing and creative professionals and longtime Philadelphia Mummers-is marching to honor, preserve and empower the historic and regional legacy of the Philadelphia Mummers. PMPMG is dedicated to protecting the legacy and value of the traditional Philadelphia Mummers New Year's Day Parade. PMPMG is equally dedicated to supporting all endeavors of the collective that is the Philadelphia Mummers Association-proudly celebrating the tradition, honor, and historic value for the City of Philadelphia and the United State of America that is the Philadelphia Mummers.

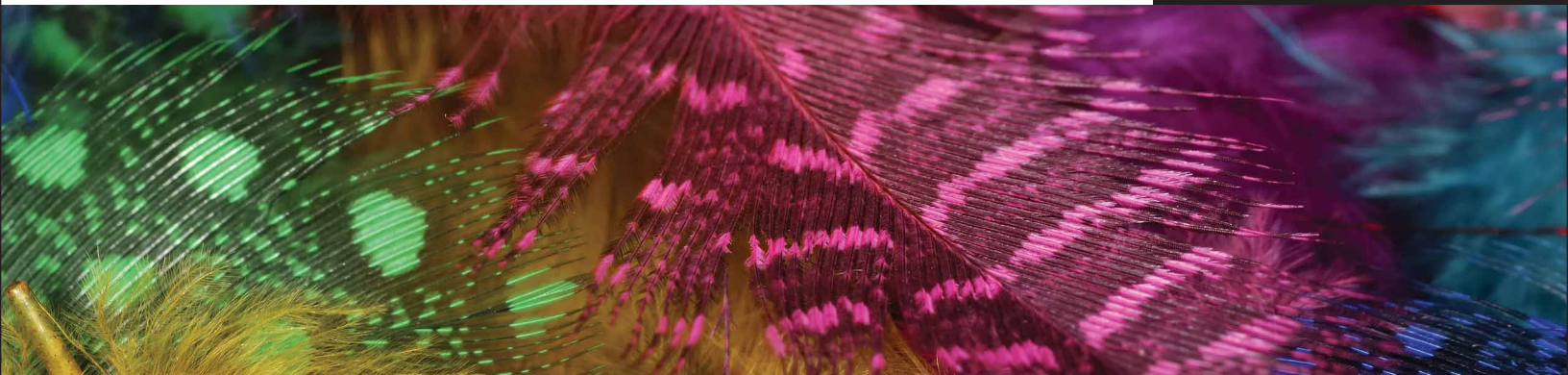
### **PRESERVING THE PAST. HONORING THE TRADITION.**

**For more information on ways to support the Philadelphia Mummers New Year's Day Parade and be a part of the Philadelphia Mummers New Year's Day Parade in a variety of high-profile ways, contact the PMPMG today...and be a part of history!**

### **UPCOMING**

### **OPPORTUNITIES**

- Banners on Broad 2009
- Mummers on the Waterfront 2009
- Philadelphia Mummers New Year's Day Parade 2010
- Philadelphia Mummers Museum Special Events
- Second Street Traditional New Year's Celebration Showcase Events
- Corporate Performances-Booking leading String Bands and Fancy Brigades for Corporate Performances throughout 2009



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FACTS

## BANNERS ON BROAD STREET



### **Proudly Presents... BANNERS ON BROAD STREET!**

#### **A MUMMER'S TRIBUTE!**

Celebrate the Holiday Season and the glory of the Philadelphia Mummers, the City of Philadelphia - and the United States - by being a part of the Banners on Broad Street Campaign. Being featured as one of the elite companies promoted during the Banners on Broad Street Campaign allows your company to be a part of history! Your company will be featured in a dynamic, vibrant banner display program that will command key segments of Broad Street during this holiday season - and the brilliance of the Philadelphia Mummer's New Year's Day Parade.

#### **A Seasonal Tradition - The Philadelphia Mummer's Day Parade**

Since 1991, the Center City District has proudly displayed colorful and decorative banners promoting some of the most important cultural and artistic entities in the City of Philadelphia. The Philadelphia Mummer's New Year's Day Parade-more than a century old- is our great nation's oldest community parade and a revered seasonal tradition that captivates the City of Philadelphia and draws millions of eyes to the streets of Center City. Your business can be one of many that honor and pay tribute to the Philadelphia Mummers as they march with pride on Broad Street this New Year's Day. Your company can march with the Philadelphia Mummers in true spirit by supporting the Philadelphia Mummer Banners on Broad Street special banner displays - lining streets including Market, Walnut, Chestnut and more.

A commemorative professional photograph of the Banners on Broad displays - featuring your company - will be given to you as a sincere thanks for your generosity. Banners on Broad Street - be a part of the 2009 Philadelphia Mummers New Year's Day Parade.

### **See you on Broad Street!**

*Space is limited! - Act now to reserve your space and secure your sponsorship -*

**November 1, 2008.**



#### **Center City Philadelphia - Market Facts**

- The center of a nine-county region of more than 5 million residents.
- A bustling downtown at the heart of the nation's fifth biggest region
- Center City Philadelphia is home to nearly 9,000 businesses:
  - *Office-Based and Retail*
  - *Art and Culture*
  - *Entertainment*
  - *Dining*
  - *Insurance*
  - *Real Estate*
  - *Engineering*
  - *Legal*
  - *Financial*
- Home to over 90,000 residents, the third largest downtown population in the U.S.
- A cultural mecca with dozens of museums, galleries, cultural institutions, theaters and performing arts venues.
- Home to the spectacular Kimmel Center for the Performing Arts, with over 1 million in attendance in 2007.

#### **Mummers Day Parade - Market Facts**

- A 108 year old seasonal tradition
- One of the longest running traditions in the country
- Oldest community parade & folk festival in the United States
- 15,000 Mummers perform in the parade
- Draws a minimum of 100,000 parade viewers
- The Philadelphia New Years Day Parade has been the #1 event on the first of January for over a 100 years.
- The parade starts at about 9:00am, continues until early evening and is televised locally from beginning to end
- MY PHL17 has been televising the parade for 12 consecutive years since 1995

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# SPECS

## BANNERS ON BROAD STREET



### Duration of Installation

Banners hang vertically from a horizontal mast arm which is attached to a light pole or other vertical pole. Banners are tethered at the bottom to prevent them from flapping in the wind. Banners will be displayed for the entire month of December through New Years Day, for a maximum of six weeks.

### Banner Cost

The cost per banner includes art set-up, production, printing, delivery, installation, handling, removal and storage. Banners will be printed in full color on two sides. Pricing as follows:

- 1-5 poles \$1,000.00
- 5-10 poles \$850.00
- 10 or more poles \$750.00

### Banner Locations

- Rittenhouse Square District
- Parkway / Museums District
- Convention Center District
- Washington Square District
- South of Spruce Street
- South Broad Street - (*Premium Location*)
- Market East and West

\* Please note PMPMG reserves the right for banner placement.

\* Space is limited and will be provided on a first come, first served basis.

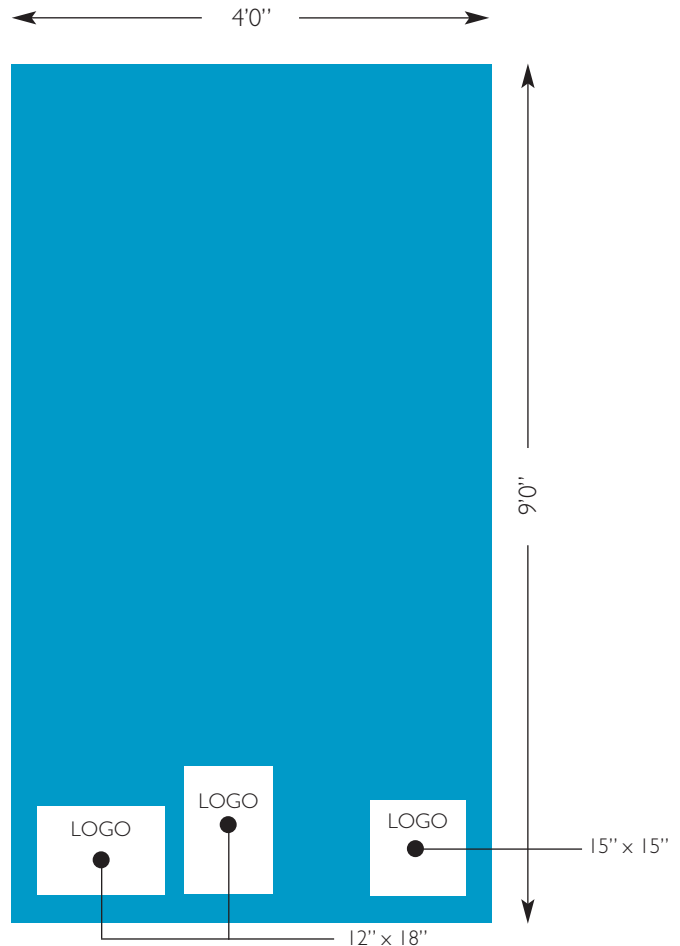
### Sponsorship Logo Specifications

Your company logo will be positioned in one of the lower corners of the banner and occupy a maximum area of 1-1/2 square feet. This is equivalent to a rectangle 12" x 18" or a square 15" x 15". Banner size is 4'0" in width and 9'0 in length. Please provide logos in high quality digital format. Art supplied must be at least 300 dpi and sent electronically in either EPS, JPEG or TIF format. No GIF, Microsoft Word, Publisher or Powerpoint files will be accepted. A full color digital proof will be supplied for your review and approval prior to print production.

**November 1, 2008 - Deadline to submit art and participate in program.**



### Sponsorship Acknowledgement Placement



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PRESS RELEASE

## PHILADELPHIA MUMMERS PARADE MARKETING GROUP



### **FOR IMMEDIATE RELEASE**

Media Contact: Marie Alonso  
(609) 332-2240

### **Philadelphia Mummers Parade Marketing Group Launches to Celebrate, Honor Historic New Year's Day Parade**

The Philadelphia Mummers Parade Marketing Group (PMPMG) is a newly launched collective of independent marketing and creative professionals dedicated to honoring, preserving and empowering the historic and regional legacy of the Philadelphia Mummers and the majesty that is the time-honored Philadelphia Mummers New Year's Day Parade.

PHILADELPHIA, PA (August 2008) -- In response to the increasing need for awareness and enriched marketing creativity, a collective of independent marketing and creative professionals announces the birth of the Philadelphia Mummers Parade Marketing Group (PMPMG), a newly created, independent marketing firm devoted to proudly celebrating the tradition, honor and historic value - for the City of Philadelphia and the United State of America - that is the legacy of the Philadelphia Mummers.

PMPMG's primary goal is to protect, promote and preserve the past, present and future of the Philadelphia Mummers, as a collective, and the time-honored glory of the Philadelphia Mummers New Year's Day Parade. PMPMG will enrich the Philadelphia Mummer's Experience for the City of Philadelphia and the Delaware Valley Region with the introduction of progressive new marketing and advertising opportunities for national and regional businesses, as well as robust marketing, promotion and coordination of a series of newly created and unique events throughout the region that celebrate, honor and pay homage to the many talents, rich history and spectacular performances of the Philadelphia Mummers, as a collective.

"The Philadelphia Mummers Parade Marketing Group's key purpose is to respect the history of the Philadelphia Mummers and to assist in elevating the historic New Year's Day Parade to levels of regional and national recognition once greatly celebrated by the City of Philadelphia and people throughout the region who grew up with a love and deep appreciation for the Philadelphia Mummers," reports a mummer participant and third-generation member of the Philadelphia Mummers. "It is our honor to serve the Philadelphia Mummers in any way we can to enrich the experience of attending the New Year's Day Parade for all spectators and invite the nation to embrace our historic parade with greater fervor and acknowledgement."

PMPMG will deliver creative marketing, event coordination, public relations, media relations, promotional merchandising and creative design campaigns in its efforts to increase awareness, recognition and appreciation for the Philadelphia Mummers, as a collective, as well as for the City of Philadelphia as the honored host of the Philadelphia Mummers New Year's Day Parade. New and unique marketing and advertising opportunities, prime sponsorships and new appearance venues and community events will be announced by PMPMG during Fall 2008 in PMPMG's efforts to be a respectful marketing engine for the passion, talent and history of the Philadelphia Mummers - including all recognized bands and brigades in all of the distinct divisions that comprise the Philadelphia Mummers.

### **About PMPMG**

Philadelphia Mummers Parade Marketing Group (PMPMG) is dedicated to honoring, preserving and empowering the historic and regional legacy and value of the traditional Philadelphia Mummers New Year's Day Parade and supporting all endeavors of the collective that is the Philadelphia Mummers Association and its related entities. PMPMG, an independent marketing and creative firm, is devoted to proudly celebrating the tradition, honor and historic value-for the City of Philadelphia and the United State of America-that is the legacy of the Philadelphia Mummers. PMPMG's primary goal is to protect, promote and preserve the past, present and future of the Philadelphia Mummers, as a collective, and the time-honored glory of the Philadelphia Mummers New Year's Day Parade.



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PROOF

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Philadelphia

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P A R A D E

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