

2024 EMMY NOMINATED



SPONSORSHIP PROPOSAL

WEDNESDAY JANUARY 1ST, 2025



HISTORY OF THE MUMMERS PARADE

MUMMERS ARE ABOUT CELEBRATION, FUN, AND FAMILY. THEY VALUE TRADITION AND COMMUNITY. MUMMERS CAN BE MUSICAL, SATIRICAL OR EVEN A LITTLE RIDICULOUS, BUT THEY ARE ALWAYS COLORFUL.

MUMMERS IN PHILADELPHIA ARE COSTUMED CITIZENS CELEBRATING THE NEW YEAR WITH FAMILY AND FRIENDS. THEY BELONG TO CLUBS IN ONE OF 5 DIVISIONS: THE COMIC, THE FANCY, THE WENCH BRIGADE AND STRING BAND DIVISION. IN PHILADELPHIA, THIS HAS DEVELOPED INTO THE GRANDEST OF MUMMERS TRADITIONS, THE ANNUAL MUMMERS PARADE. TEN THOUSAND PARTICIPANTS AND HUNDREDS OF THOUSANDS OF PARADE VIEWERS TAKE TO THE STREETS AND SIDEWALKS OR VIEW ON TELEVISION ON NEW YEAR'S DAY.

OUR PARADE WILL FEATURE PARTICIPANTS FROM THE STRING BAND, COMICS, WENCH BRIGADES AND FANCY DIVISION ON NEW YEAR'S DAY 2025.

OUR BROADCASTING PARTNER

WDPN-TV CHANNEL 2 IS PROUD TO BE THE OFFICIAL BROADCASTING PARTNER OF THE 2025 LIVE! CASINO AND HOTEL PHILADELPHIA MUMMERS PARADE. WITH A RICH HISTORY OF DELIVERING TOP-TIER LOCAL AND NATIONAL PROGRAMMING, WDPN-TV IS THE IDEAL PLATFORM TO BRING THE VIBRANT AND COLORFUL CELEBRATION OF THE MUMMERS PARADE TO AUDIENCES FAR AND WIDE.

PARTNERING WITH WDPN-TV CHANNEL 2 FOR THE MUMMERS PARADE ENSURES THAT YOUR BRAND IS FRONT AND CENTER DURING ONE OF PHILADELPHIA'S MOST BELOVED TRADITIONS. JOIN US IN CELEBRATING THIS FESTIVE EVENT AND REACH A DIVERSE AND ENGAGED AUDIENCE THROUGH COMPREHENSIVE AND HIGH-VISIBILITY PROMOTIONAL OPPORTUNITIES.



OUR BROADCASTING PARTNER

COMPREHENSIVE COVERAGE:

- **LIVE BROADCAST:** FROM 9 AM TO 5 PM, WDPN-TV WILL AIR THE ENTIRE PARADE LIVE, ENSURING THAT VIEWERS CAN EXPERIENCE EVERY MOMENT OF THIS ICONIC EVENT.
- **EXTENSIVE PROMOTION:** LEADING UP TO THE PARADE, WDPN-TV WILL FEATURE 250 PROMOTIONAL SPOTS ACROSS ITS NETWORK, ALL HIGHLIGHTING THE 2025 MUMMERS PARADE.
- **PRIME VISIBILITY:** YOUR BRAND WILL BE INTEGRATED INTO EVERY ASPECT OF THE BROADCAST, INCLUDING ON-AIR PROMOS, LIVE-READ COMMERCIALS, AND STRATEGIC LOGO PLACEMENTS.

DIGITAL PRESENCE:

- **WEB INTEGRATION:** ALL WEB AND ON-AIR PROMOTIONS WILL INCLUDE YOUR LOGO, PROVIDING CONSISTENT BRANDING ACROSS MULTIPLE PLATFORMS.
- **ONLINE ADS:** BENEFIT FROM 600,000 MEDIUM RECTANGLE OR BANNER AD IMPRESSIONS ON WDPN.COM AND WFMZ.COM, DRIVING TRAFFIC TO YOUR SITE WITH HOTLINKED ADS.
- **STREAMING OPTIONS:** THE PARADE WILL BE LIVE-STREAMED ON WFMZ.COM AND WFMZ+ PLATFORMS, ENSURING NATIONWIDE VIEWERSHIP. THE BROADCAST WILL ALSO BE ARCHIVED FOR REPLAY UNTIL THE NEXT PARADE, PROVIDING ONGOING EXPOSURE.



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OUR BROADCASTING PARTNER



EXCLUSIVE FEATURES:

- **LOGO CREATION AND INTEGRATION:** YOUR LOGO WILL BE SEAMLESSLY INTEGRATED INTO THE LIVE SHOW, MAINTAINING HIGH VISIBILITY THROUGHOUT THE ENTIRE PARADE.

POST-PARADE ENGAGEMENT:

- **HIGHLIGHT REELS:** A DEDICATED POST-SHOW WEBSITE WILL FEATURE PARADE HIGHLIGHTS, KEEPING THE EXCITEMENT ALIVE AND YOUR BRAND IN THE SPOTLIGHT LONG AFTER THE EVENT.
- **FIXED BANNER ADS:** ENJOY CONTINUOUS EXPOSURE WITH FIXED BANNER ADS ON THE MUMMERS RECAP WEBPAGE.

MeTV 2

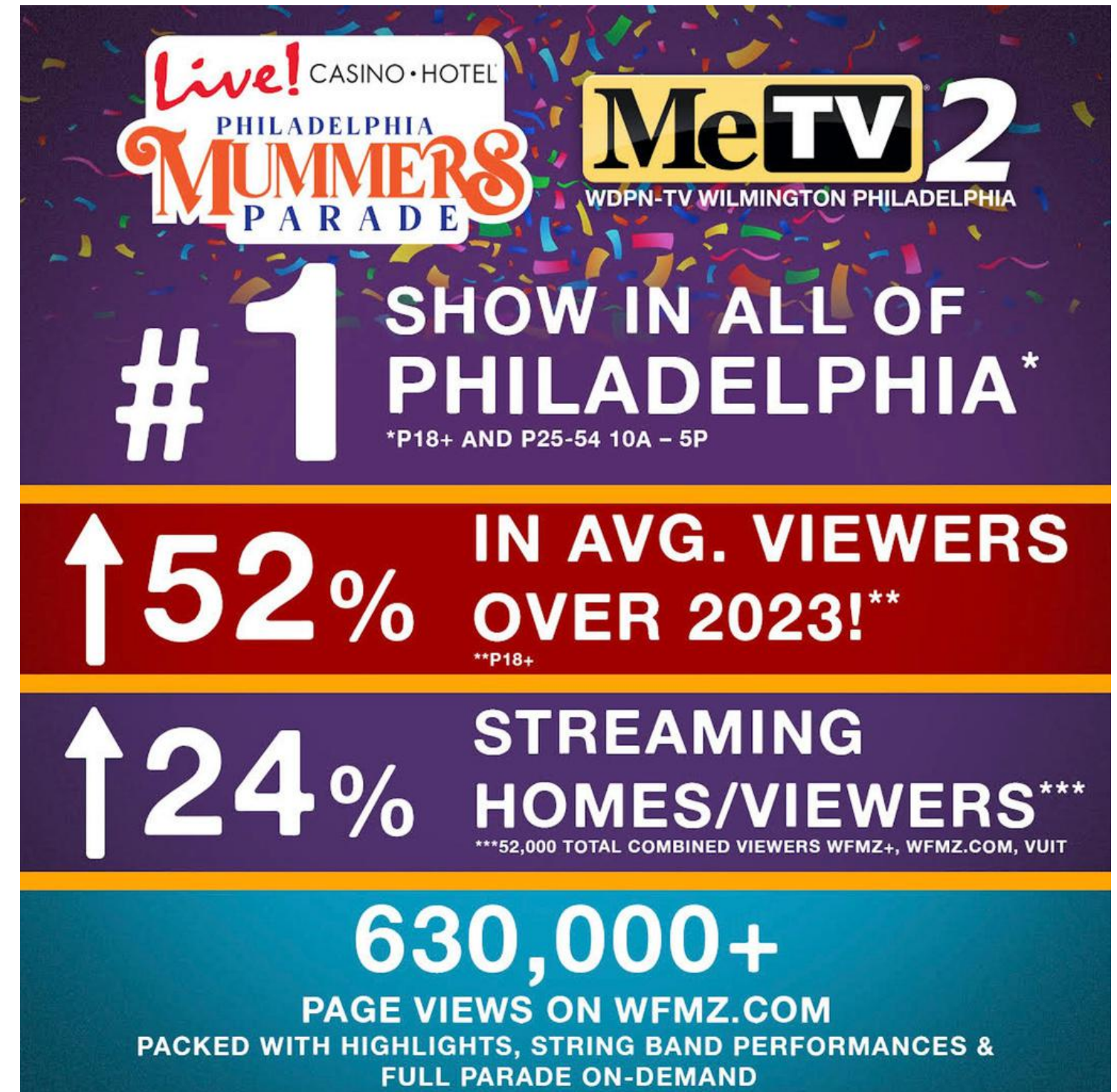
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RECAP FROM THE 2024 PARADE

TV RATINGS FROM 2024 PARADE

- **#1 SHOW IN ALL OF PHILADELPHIA FROM 10AM TO 5PM**
- **↑ 52% IN AVG. VIEWERS OVER 2023 PARADE**
- **↑ 24% STREAMING HOME/VIEWERS (52,000 TOTAL COMBINED VIEWERS)**
- **630,000+ PAGE VIEWS ON WFMZ.COM**



RECAP FROM THE 2024 PARADE

SOCIAL MEDIA STATISTICS

PHILADELPHIA MUMMERS PARADE

- 18,000 FACEBOOK LIKES
- 20,000 FACEBOOK FOLLOWERS
- 3,503,993 FACEBOOK REACH (↑ 244.5% FROM 2023 PARADE)
- FACEBOOK AUDIENCE: 58.3% WOMEN & 41.7% MEN

STRING BAND ASSOCIATION:

- 57,000 FACEBOOK LIKES
- 105,700 FACEBOOK FOLLOWERS
- 6,500 INSTAGRAM FOLLOWERS
- 2,600 TWITTER FOLLOWERS
- 2,600 YOUTUBE SUBSCRIBERS

2024 STRING BAND RESULTS	
1ST SOUTH PHILADELPHIA	8TH AQUA
2ND QUAKER CITY	9TH GREATER KENSINGTON
3RD FRALINGER	10TH POLISH AMERICAN
4TH WOODLAND	11TH DUFFY
5TH AVALON	12TH DURNING
6TH UPTOWN	13TH HEGEMAN
7TH FERKO	14TH JERSEY

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2024 STRING BAND TOP 5 CAPTAIN FINISH	
KADE RADCLIFFE UPTOWN	1ST
DENNY PALANDRO SOUTH PHILADELPHIA	2ND
JIMMY GOOD QUAKER CITY	3RD
BRAD BOWEN FRALINGER	4TH
JAKE KUDRICK DUFFY	5TH

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MUMMERS IN THE NEWS



WE WERE HONORED TO BE PART OF A ONCE IN A LIFETIME OPPORTUNITY TO KICK OFF NIGHT TWO OF WRESTLEMANIA 40 TO INTRODUCE WWE SUPERSTAR SETH ROLLINS!

VOTED #1 WRESTLEMANIA ENTRANCE BY **ESPN**

OUR ENTRANCE VIDEO HAS OVER 2.1 MILLION+ VIEWS ON INSTAGRAM



MUMMERS IN THE NEWS



PARTNERSHIP WITH THE LEHIGH VALLEY IRONPIGS, TRIPLE-A AFFILIATE OF THE PHILADELPHIA PHILLIES



THE MUMMERS PARADE WAS NAMED THE 2024 BEST HOLIDAY PARADE IN THE COUNTRY IN A USA TODAY 10 BEST READERS' CHOICE POLL

Mummers named nation's best holiday parade in USA Today poll

2025 LIVE! CASINO AND HOTEL PHILADELPHIA MUMMERS PARADE

WEDNESDAY, JANUARY 1ST, 2025

9AM-5PM (8 HOURS)

**8 HOURS OF FAMILY FRIENDLY ENTERTAINMENT AS
15,000 ADULTS AND CHILDREN PERFORM, MARCH
AND DANCE DOWN BROAD STREET**

**FOCUS ON HISTORY, TRADITION, CITY LEADERS,
CELEBRITIES, LOCAL AND CULTURAL FLAIR**

**SPONSORSHIP INCLUDES MULTIPLE BILLBOARDS,
:30 COMMERCIAL SPOTS, COMPANY INTERVIEWS,
FULL PROMOTIONAL ELEMENTS & MORE**



PROPOSAL: SPONSORSHIP CONTRACT FOR **\$75,000**

- (25) 30 SECOND COMMERCIALS
- (12) 10 SECOND LIVE READS DURING THE TELECAST
- LISTING IN THE MUMMERS PARADE BOOK
- 6 BANNERS ON THE PARADE ROUTE
- 5 RESERVED SEATS IN THE JUDGING AREA
- LOGO INCLUSION ON MBC MUMMERS WEBSITE
- LOGO INCLUSION ON MBC MUMMERS PROMOS (MUST NOT CONFLICT WITH TITLE SPONSOR)

SPONSORSHIP CONTRACT FOR **\$50,000**

- (16) 30 SECOND COMMERCIALS
- (10) 10 SECOND LIVE READS DURING THE TELECAST
- LISTING IN THE MUMMERS PARADE BOOK
- 6 BANNERS ON THE PARADE ROUTE
- 4 RESERVED SEATS IN THE JUDGING AREA

SPONSORSHIP CONTRACT FOR **\$25,000**

- (8) 30 SECOND COMMERCIALS
- BANNERS ON PARADE ROUTE
- LISTING IN THE MUMMERS PARADE BOOK
- 2 RESERVED SEATS IN THE JUDGING AREA

SPONSORSHIP CONTRACT FOR **\$10,000**

- (3) 30 SECOND COMMERCIALS
- BANNERS ON PARADE ROUTE
- LISTING IN THE MUMMERS
PARADE BOOK

**INTERESTED IN
SPONSORING?**

**GET IN TOUCH WITH US
BELOW**

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