



PLCCA's Bridging the Gap Parade Sponsorship Package

Event Overview: Join us for the return of the Bridging the Gap Parade, organized by Proviso Leyden Council for Community Action, Inc. (PLCCA), on September 14, 2024. The parade kicks off at 1:00 pm from the Village of Broadview, marches through the Village of Bellwood, and marches through Madison St. in Maywood, concluding at Proviso East High School. Once at Proviso East High School, the event features a Community Resource Fair, Fun Activities for children and families, a Showcasing of the Bands involving Proviso East, Proviso West, and Proviso Math and Science Academy, and a Drumline performance among many other great performances. There will be giveaways from Black Men United (BMU) and community engagement activities that will enhance the celebration, which aims to unify our diverse communities. PLCCA is joined by Political Leaders such as President Toni Preckwinkle, Congressman Danny K. Davis, Senator Kimberly A. Lightford, Proviso Township Supervisor, Michael Corrigan, Community Organizations, Proviso Villages, Proviso Area School Districts, Community and Faith-Based Leaders, local businesses, and many, many more.

Event Details:

Date: September 14, 2024

Time: Parade starts at 1:00 pm

Route: Broadview Baptist Church in the Village of Broadview to Village of Bellwood, continuing march through Village of Maywood ending at Proviso East High School Field in Maywood.

Highlights: Community Resource Fair, Fun Activities, Showcasing of the Highschool Bands, Drumline, Giveaways

Grand Marshals: Taylor Bennett is an American Rapper. He released an album titled Broad Shoulders featuring artists such as Donnie Trumpet, King Louie, and his older brother Chance the Rapper. He is from the West Chatham neighborhood of Chicago. Joe Soto has been in radio for 42 years and is a radio personality of V103 iHeartMedia, Inc. V103 - Today's R&B and Throwbacks. Marion Brooks is an award-winning anchor and reporter at NBC 5. She anchors the NBC5 news at 11 a.m. and 4:00 p.m. each weekday and is a member of the NBC 5 Investigates team, Art Norman special contributor to NBC5 News has 35 years of broadcast experience in Chicago. Jorge DeSantiago is the Weekend Anchor and News Reporter for Noticiero Telemundo Chicago, which airs Monday through Friday at 4:00 p.m., 4:30 p.m. and 5:00 pm. Also airs, the weekend at 5:00 pm and 10:00 pm. Lastly, Atiba Buchanan of WVON 1690 "The Talk of Chicago".

Organizer: PLCCA's Founder, President & CEO, Bishop Dr. Claude Porter; Chairman, David Quas.

Parade Spokesperson, Claudette Harrell, Executive Vice President, PLCCA, Inc.

MEDIA SPONSOR: Worth \$5000



Recognition as Media Sponsor in all event promotions and materials.

Logo prominently displayed on event banners, website, and social media.

Complimentary table and 2 chairs for booth space (provide your tent) at the Community Resource Fair.

Mention in press releases and media coverage.

Prominent parade float position

In exchange for:

RADIO

15 and 30-sec PSAs to be run from August 29th – September 14th

Listing on Community Calendar from September 2nd – September 14th

On-air interview with Executive Vice President Claudette Harrell and special guest

Listing on the station's social media community calendar

TELEVISION

Listing on Community Calendar from September 2nd – September 14th

Interview with Executive Vice President Claudette Harrell (Either the day of the event or before)

Listing on the station's social media community calendar

Media coverage day of the event

OTHER SPONSORSHIP OPPORTUNITIES



Platinum Sponsor - \$10,000+

Recognition as Platinum Sponsor in all event promotions and materials.

Highlighted on Digital Billboards as Platinum Sponsor 30 days out from the event.

Logo prominently displayed on event banners, website, and social media.

Speaking opportunity at the event opening or closing ceremony.

Prominent parade float position.

Complimentary table and 2 chairs booth space (provide your tent) at the Community Resource Fair.

Mention in press releases and media coverage.

Gold Sponsor - \$5,000

Recognition as Gold Sponsor in event promotions and materials.

Logo displayed on event banners, website, and social media.

Complimentary table and 2 chairs booth space (provide your tent) at the Community Resource Fair.

Mention in press releases and media coverage.

Silver Sponsor - \$2,500

Recognition as Silver Sponsor in event promotions and materials.

Logo displayed on event website and select banners.

Complimentary table and 2 chairs booth space (provide your tent) at the Community Resource Fair.

Mention in press releases and media coverage.

Community Resource Fair Sponsor - \$1,000

One of the sponsors of the Community Resource Fair.

Opportunity to distribute branded materials and engage directly with attendees.

Recognition of the Community Resource Fair signage and materials.

Activity Zone Sponsor - \$500

One of the sponsors of a designated Fun Activities Zone.

Logo displayed at the activity area.

Opportunity to provide branded giveaways.

Donations: We welcome donations of any amount to support the success of this community-building event. Your contribution will directly impact the communities and families served by PLCCA, Inc. and may be considered tax deductible.

Contact Information: For more details on sponsorship opportunities or to donate, please contact: Claudette Harrell, Executive Vice President of Proviso Leyden Council for Community Action, Inc. (PLCCA) **Phone: [708.473.5110] Email: [charrell@plcca.org]**

PLCCA Headquarters
411 Madison Street
Maywood, IL 60153

