

Covington's Cajun Christmas Tales 2008

Bogue Falaya Park
Fais Do Do & Parade
December 5-6, 2008



Produced by



Jerry & Sandy Cash, Directors



QUOTES

SCENES FROM 2007

2008 SCHEDULE



SPONSORSHIPS



"The spirit of Christmas flourishes in Covington's Cajun Christmas Tales Celebration. It is a heartwarming family event that is sure to grow each year drawing more and more people to downtown Covington to experience the joy of the season."

Mayor Candace Watkins (Government)

"This parade is simply a fun and wholesome event that is enjoyable for all of us to participate in. Thanks for inviting us and we look forward to next year, it's already on our calendar." - **LCDR Douglas E. Johnson Senior Instructor NJROTC Covington High School**

"We co-sponsored the Cajun Christmas Tales Parade for the first time this year and my team thoroughly enjoyed it. It helped put us in the Christmas spirit, it was fun participating in it and it was all about kids and family. We got plenty of exposure as Realtors. We can't wait to do it again next year." - **Linda LaRocca -Realtor Keller Williams Services (Sponsor)**

"It was a pleasure to be a part of the Covington Christmas Parade! It gave us the opportunity to showcase Premier Boat Zone to our friends and to be a part of what makes the Northshore so great-our wonderful community." - **Ed Philippe - Owner Premier Boat Zone (In Kind Sponsor)**

"The Cajun Christmas Tales worked great for us at Chick-fil-A. It gave us a great opportunity to get some positive P.R. and display our brand image in the Covington Community. Thanks for the opportunity to participate." - **Rick Gonzales - Owner/Operator Chick-fil-A Hwy 190 (Sponsor)**

"My experience as Papa Noel is hard to describe, it would have to be something you would have to see through my eyes. If there were a Santa, I could see why he would do what he does each year. To see the expressions of the children's faces, to hear the laughter and joy is something I will never forget. It truly gives you the meaning of Christmas." **Robbie Rabb - Portrays Papa Noel (Volunteer)**

"Just great seasonal fun and a chance to share a bit of the ministry of FOCUS." - **Deryl Stevens- Director Northlake Christian School Choir- FOCUS (School)**

"The Christmas parade was a nice hometown family event. We enjoyed the festive atmosphere and the response from the crowd was fantastic." - **Neil Naquin - Director Covington High "Lion" Band (School)**



5th Annual Covington Cajun Christmas Tales December 5-6, 2008

Bogue Falaya Park Fais Do Do Friday 5-9p.m. and Saturday 10a.m. - 4 p.m.

Christmas Parade Saturday, December 6th at 4 p.m. [over 50 entries professionally video taped and aired on TV]

See Papa Noel Arrive by Boat!



Join Don Dubuc for fishin' on Saturday

Every kid registering gets a free fishing rig!

DAILY ACTIVITIES:

Join Captain Jacques Pierre for storytelling at the Cajun Cabin

Picture Taking with Papa Noel

Huge Dinosaur Exhibit

Instagator Ranch & Hatchery Exhibit

Entertainment on four stages

Rides & Games for the kids

MAIN SPONSOR OF PARK & PARADE \$10,000 (exclusive)

Coverage on all activities of the event (TV, Radio, Articles, Posters)
Company Float in parade, provided by company. Receive much coverage downtown and TV
Year long coverage on www.PopsPerformingArts.org and www.CajunChristmasTales.com web sites.
Exclusive logo coverage in the Kid's Directory
Logo coverage on Cajun Cabin for all appearances in Louisiana.
Top location on filming credits.
Company tent location choice in park. Tent provided by company. Allowed give aways.
Review stand interview and filming at parade with narrators. Shown on Channel 10 many times.
Logo larger size than others on all advertising and printed material,
Large banner at gate of the park entrance All banners provided by company
Smaller banners placed in strategic locations in the park.
Logo appears on power point screens for performances in the cajun cabin
Company name on Large Poster of Sponsors at entrance gate.
20 Free Food Tickets
50 Free Game Tickets

PARADE SPONSOR \$5,000 (exclusive or co-sponsor)

Coverage on printed material
Free tent location in the Bogue Falaya Park Fais Do Do- Company provides tent.
Sponsorship mentioned on TV, Radio, Articles
Company name on Credits of the event's film. Played on channel 10
Sponsorship on www.PopsPerformingArts.org and www.CajunChristmasTales.com
Large banner 3ft X6ft carried by kids of company. Banner provided by company
Walking group or float behind banner employees/families. Throws allowed.
Lead Float position in the parade. * Company provides float & banner
Review stand narrators can interview on film a company representative
10 Free Food Tickets for park.

MUSICAL LIGHT SHOW SPONSOR \$5,000 (exclusive or co-sponsor)

Show with lights and music designed for Cajun Christmas Tales
Sample method www.LightsORama.com

FISHIN' WITH DON DUBUC SPONSOR \$2,000 (exclusive)

Prizes will be offered
Company name on tent, window posters, entrance sign, TV, Radio, Website coverage.
Company workers can volunteer to help run the event. Can wear co. tee shirts or caps.
Company allowed to give a free hand out, coupons etc.
Allowed float in parade

CAJUN CABIN - STORY TELLING SPONSOR \$2,000 (excl. or co-sp.)

Cajun Cabin Power Point Coverage Company event name on all posters.
Company provides banner.

PARK STAGES (4) SPONSORS \$1,000 ea (4 sponsors)

Coverage on all printed materials Company name on Poster of Sponsors
Company banner placed at stage location. Company provides banner and parade float.

MEGA SLIDES & JUMPS, ROCK WALL \$1,500 (3 sponsors - \$500)

Coverage on all printed materials
Large Banner placed at the site. Company provides banner
Company name on sponsor list at entrance gate.

GAMES & PRIZES SPONSOR \$1,000 (exclusive or co-sponsored)

Coverage on a printed material Tents provided by PoPs Performing Arts
Large Banner placed at the game tents Banner provided by company
Small Company Logo Posters placed on each tent. Posters provided by company.
Give-aways allowed. Company name on Poster of Sponsors at Gate.

PICTURE TAKING SPONSOR \$1,500 (exclusive or co-sponsored)

Every child gets one free 5x7 picture with company name on it.
There will be a small charge for additional pictures (Wallets)
Company coverage on all printed material Large Banner placed at location
Company provides Banner
Company allowed free float in the parade.

For sponsorships and information, call Jerry Cash (985) 966-3438

www.PopsPerformingArts.org

