



Merry Old Town

Quick Facts

The Streets of Old Town Manassas become a page out of a classic Dickens novel each December. Add the convenience of some very unique holiday shopping and you have a very Merry Old Town celebration!

Friday, December 4, 2009

Santa arrives at the Victorian railroad station on the Virginia Railway Express to light the Christmas tree on the lawn of the Manassas Museum. Attracting over 3,000 people, the evening's sights and sounds include live entertainment, carolers, ice skating, hay wagon rides, and the long awaited chance for children to visit with Santa.

Saturday, December 5, 2009

Now in its 64th year, the **Greater Manassas Christmas Parade** has become the largest holiday parade in Northern Virginia. Attracting an average of 60,000 spectators, the parade consists of over 100 marching units, high-flying balloons, and approximately 2000 Participants. The Greater Manassas Christmas Parade Committee is all-volunteer endeavor, with costs exceeding \$20,000.00.

Sunday, December 6, 2008

The Merchants of Old Town host their annual open house. Take a horse-drawn carriage ride to view the many creative, homemade structures that have been entered in the annual **Gingerbread Contest**, each on display in a different merchant's window.

Sunday, December 13, 2008

Another opportunity to take a horse-drawn carriage ride through the streets of Old Town Manassas to shop or just experience the holiday magic of Old Town.



Merry Old Town Manassas

Sponsorship Levels

Official Parade Sponsor – \$5,000 (Value: \$15,000) NO LONGER AVAILABLE

- Parade Sponsor representation in all promotional materials.
- Parade Sponsor representation on all event signage.
- Logo/Name Identification as Supporting Sponsor in all paid print advertising.
- Parade Sponsor representation in all Media Alerts, Press Releases.
- Logo/Name Identification in the parade program distributed to 50,000 spectators.
- Logo/Name Identification on official parade website, www.gmchristmasparade.org, and on the event pages of the Historic Manassas Inc. community calendar page at www.visitmanassas.org
- Logo/Name Identification as Official Parade Sponsor in all television and radio news coverage. To include The Manassas Edition, a 4-minute community commercial aired on CNN Headline News for 30 days, 5 times daily. Local cable channels typically re-play parade highlights several times in the weeks following.
- Logo/Name Identification on all Utility Flyers distributed to 15,500 homes.
- Logo/Name Identification as Official Parade Sponsor on all posters distributed in PW County.
- Opportunity to participate in the parade, with sponsor recognition announced by the judges. Sponsor volunteers may distribute marketing materials to spectators.

Santa Float Sponsor - \$2,500 (Value: \$10,000)

- Santa Float Sponsor representation on all event signage.
- Santa Float Sponsor representation in all Media Alerts, Press Releases.
- Logo/Name Identification as Supporting Sponsor in all paid print advertising.
- Logo/Name Identification on the parade program distributed to 50,000 spectators.
- Logo/Name Identification on official parade website, www.gmchristmasparade.org, and on the event pages of the Historic Manassas Inc. community calendar at www.visitmanassas.org
- Logo/Name Identification as Santa Float Sponsor on all posters distributed in PW County.
- Logo/Name Identification on all Utility Flyers distributed to 15,500 homes.
- Presenting Sponsor for the Santa Float, and opportunity to participate in the parade ahead of the float or as a judge. Sponsor volunteers may distribute marketing materials to spectators.

Band Sponsor – \$1,500 (Value: \$5,500)

- Logo/Name Identification on the banner preceding one of 6 bands.
- Opportunity to participate in the parade ahead of the band, with sponsor recognition announced by the judges. Sponsor volunteers may distribute marketing materials to spectators.
- Logo/Name Identification on official parade website, www.gmchristmasparade.org.
- Logo/Name Identification on all posters distributed in PW County.
- Logo/Name Identification on all Utility Flyers distributed to 15,500 homes.

Official Christmas Parade Cap Sponsor – \$1,500 (Value: \$5,500)

- Logo on complimentary baseball cap worn by over 140 volunteers, judges and spectators throughout the parade.
- Logo/Name Identification on official parade website, www.gmchristmasparade.org.
- Logo/Name Identification on all posters distributed in PW County.
- Logo/Name Identification on all Utility Flyers distributed to 15,500 homes.

Gingerbread Contest Sponsor – \$1,000 (Value: \$5,500)

- Logo/Name Recognition on all contest applications.
- Santa Float Sponsor representation in all Media Alerts, Press Releases.
- Logo/Name Identification on the event page of the Historic Manassas Inc. community calendar at www.visitmanassas.org
- Logo/Name Identification on all Utility Flyers distributed to 15,500 homes.
- Recognition of contribution, proceeding the event in contest results.
- Logo/Name Recognition on each entry, on display in shops/restaurants throughout Old Town Manassas.

Christmas Parade Float Sponsor – \$1,000 (Value: \$5,000)

- Logo/Name Identification on banners on both sides of one of 6 commercial floats, built by a local school group or non-profit organization.
- Opportunity to participate in the parade ahead of the band, with sponsor recognition announced by the judges. Sponsor volunteers may distribute marketing materials to spectators.
- Logo/Name Identification on all posters distributed in Manassas and PW County.
- Logo/Name Identification on all Utility Flyers distributed to 15,500 homes.
- Logo/Name Identification on official parade website, www.gmchristmasparade.org.

Christmas Parade Program Sponsor – \$500 (Value: \$2,500)

- Logo/Name Identification on the parade program distributed to 50,000 spectators.
- Logo/Name Identification on all posters distributed in Manassas and PW County.
- Logo/Name Identification on all Utility Flyers distributed to 15,500 homes.
- Logo/Name Identification on official parade website, www.gmchristmasparade.org.

Christmas Parade Judges Reception Sponsor – \$300 (Value: \$2,500)

- Signage crediting as Event Sponsor.
- Logo/Name Identification on all posters distributed in Manassas and PW County.
- Logo/Name Identification on all Utility Flyers distributed to 15,500 homes.
- Logo/Name Identification on official parade website, www.gmchristmasparade.org.

Christmas Parade Volunteer Breakfast Sponsor – \$300 (Value: \$1,500) NO LONGER AVAILABLE

- Signage crediting as Event Sponsor.
- Logo/Name Identification on all posters distributed in Manassas and PW County.
- Logo/Name Identification on all Utility Flyers distributed to 15,500 homes.
- Logo/Name Identification on official parade website, www.gmchristmasparade.org.

Christmas Parade Supporter – \$100

- Logo/Name Identification on the parade program distributed to 50,000 spectators
- Logo/Name Identification on official parade website, www.gmchristmasparade.org.

Friend of the Christmas Parade - \$50

- Logo/Name Identification on the parade program distributed to 50,000 spectators
- Logo/Name Identification on official parade website, www.gmchristmasparade.org.