

MARCHING TO

NYC



The Carolina Band 2024 Macy's Thanksgiving Day Parade®

MACY'S  
THANKSGIVING DAY  
PARADE



UNIVERSITY OF  
South Carolina

# SPONSORSHIP LEVELS



## Grand Marshal Title Sponsor \$100,000

- Recognized as the Exclusive sponsor of the Carolina' Band's journey to NYC.
- Largest logo on printed materials, including signage, website, apparel and other items.
- Sign on Copenhaver Band Hall practice field fence.
- Social media engagement.
- Carolina Sound to perform at your place of business.
- 4 Loge Box tickets to any home game in the 2024 home football game season.
- Invitation to the Cockaboose during a home football game (date tbd).
- 4 Presidential Suite tickets to home Basketball game (m or w) of your choice
- Recognition at all Band/Macy's related events.
- Other benefits to be determined.



## Big Apple Sponsor \$50,000

- Second largest logo on printed materials, including signage, website, apparel and other items.
- Sign on Copenhaver Band Hall practice field fence.
- Social media engagement.
- Carolina Sound to perform at your place of business.
- 2 Loge Box tickets to any home game in the 2024 home football game season.
- Invitation to the Cockaboose during a home football game (date tbd).
- 2 Presidential Suite tickets to home Basketball game (m or w) of your choice
- Recognition at all Band/Macy's related events.
- Other benefits to be determined.

## Drum Major Sponsor \$25,000

- Large logo on printed materials, including signage, website, apparel and other items.
- Sign on Copenhaver Band Hall practice field fence.
- Social media engagement.
- 2 Loge Box tickets to any home game in the 2024 home football game season.
- Invitation to the Cockaboose during a home football game (date tbd).
- Recognition at all Band/Macy's related events.
- Other benefits to be determined.

## Section Leader Sponsor \$10,000

- Your logo/name on shirts or band gear for one section of the marching band (trumpets, Coquettes, etc.)
- Social media engagement.
- Name on Copenhaver Band Hall practice field fence.
- 2 game day tickets to sit with the Carolina Band during one home football game.
- Social media engagement.
- Recognition at all Band/Macy's related events.

## Star Sponsor (unlimited) \$5,000

- March into Williams-Brice Stadium with the band's VIP entourage during one home game and then sit with the band (2 tickets).
- Name on Copenhaver Band Hall practice field fence.
- Social media engagement.
- Recognition at all Band/Macy's related events.

## Cornucopia Sponsor (unlimited) \$2,500

- Name on Copenhaver Band Hall practice field fence.
- Social media engagement.
- 2 Tickets to sit with the band during one home football game.
- Recognition at all Band/Macy's related events.

## Band Member Sponsor (375) \$1,500

- Name on website and printed materials.
- Personalized thank you video and note from sponsored student.

**OVER  
60  
MAJORS  
REPRESENTED**



The band will travel more than **700 miles** to entertain spectators lining the streets of Manhattan, online viewers and television audiences.



**Audra Vaz**

*Executive Director of Development*  
O: 803-777-9732 | C: 954-254-1181  
audra.vaz@sc.edu | [sc.edu/music](http://sc.edu/music)



**South Carolina**

**GIVE NOW!**

