



CAMEL PARADE
NEW YORK CITY

Sponsorship Proposal

CAMEL PARADE NYC

Prepared By
CamelTrust LTD

www.camelparade.org

Join The Camel Parade

NYC

A Sponsorship Opportunity Like No Other!

Unlock unparalleled visibility and impact by sponsoring the Camel Parade NYC! Following the resounding success of the Paris parade, which garnered an astonishing 800 million views on social media, we're setting our sights even higher for New York, aiming to double that reach. This extraordinary event will feature influencers, live streaming, and a spectacular finale, ensuring maximum exposure and an impressive return on investment for all sponsors.

The parade route spans from the iconic Times Square to the prestigious United Nations Headquarters, passing through the world's most famous avenues. As a non-profit organization, all sponsorship funds will directly support parade logistics, with surplus contributions funding global camelid projects.

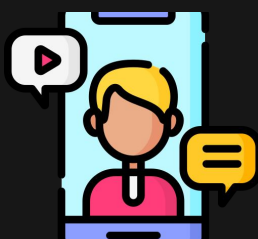
Set in a joyful atmosphere at Times Square, the parade kicks off along 45th Street, featuring camels, nations, international street artists, Raoula the 8m high giant camel, and numerous visual effects. The event culminates in a grand show on a stage in front of the UN headquarters, including a global speech from camelid experts, the screening of a movie, and a huge live performance by internationally renowned bands (names to be announced as a huge surprise).

The entire parade will be live-streamed on multiple platforms, and a documentary will be released afterward, ensuring a lasting hoofprint in history for all sponsors and participants.

Your sponsorship will:

- ★ Promote camelids and their products worldwide
- ★ Protect wild camels and vicuñas
- ★ Improve global import/export regulations for camelid products
- ★ Establish sustainable, fair trade, and ethical breeding standards
- ★ Foster the development and recognition of camel sports
- ★ Advocate for the recognition of American camels as domestic animals
- ★ Create a trust label to combat fraud, trafficking, and mistreatment of camelids and their products
- ★ Advocate for the specific conditions and field reality of the Australian camels.

Join us in this exciting adventure and show your support to a global audience! Sponsorship options are available for all budgets, from individual units to comprehensive packages. This is the year, this is the event—be there and make a difference!



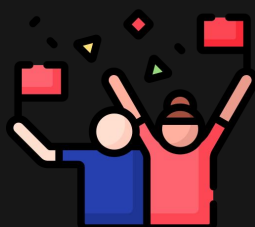
250
Influencers



4
Celebrities



50
Mainstream Medias



20000
Spectators



2Billion
Online Audience

LIVE
STREAMING HD

Plan of Parade

Section 01

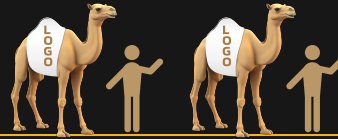
Line 01



Line 02



Line 03



Line 04



Line 05



Line 06



Line 07



Line 08



Line 09



Line 10



Line 11



Line 12



Section 02

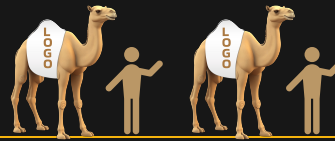
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Line 24



Section 03

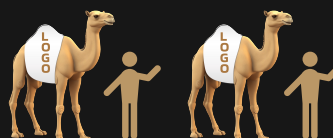
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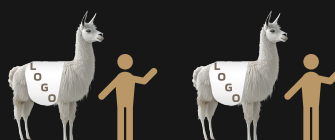
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Line 36



Section 04

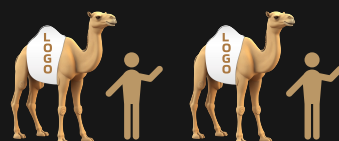
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Line 48



Section 05

Line 49



Line 50



Line 51



Line 52



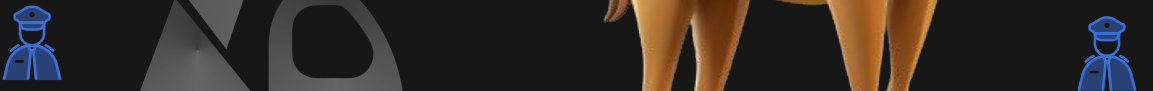
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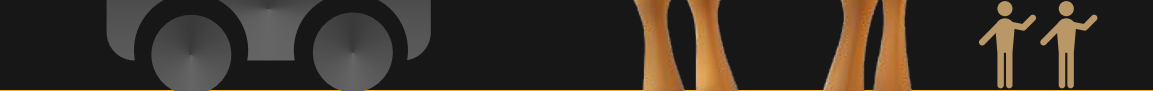
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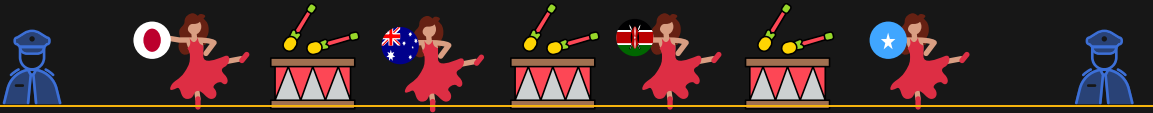
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Line 58



Line 59



Sponsor Features Options

Sponsoring this event means joining the Camel Parade NYC, a remarkable journey from Times Square to the UN Headquarters. It's an extraordinary opportunity for brands, offering advertising at prices far below the norm. While a 30-second to 1-minute brand display in this area typically costs \$5,000 to \$15,000 on average days, the Camel Parade NYC offers unbeatable rates for exceptional visibility. This event is a dream come true for many brands, providing exposure to thousands in person and millions online. Don't miss your chance to be part of this unforgettable spectacle!

2000\$



L 01: Shaved Logo Camel x 04

Imagine your brand's logo intricately shaved into the fur of a majestic camel, creating a mesmerizing sight as it parades through the city. This unique feature is set to captivate thousands in person and millions online!

500\$



L 02: Blanket Logo Camel x 08

Capture attention with your brand's logo elegantly displayed on a camel's blanket. This eye-catching addition to the parade will ensure your brand stands out to thousands of spectators and millions on social media.

500\$



L 03: Blanket Logo Llama x 14

Make a statement with your brand's logo showcased on a llama's blanket. This charming feature will attract numerous onlookers and garner significant social media exposure.

500\$



L 04: Blanket Logo Alpaca x 14

Elevate your brand with your logo proudly displayed on an alpaca's blanket. This unique and eye-catching addition to the parade is sure to draw attention and leave a lasting impression on the audience.

300\$



L 05: Branded Jacket x 48

Increase your brand's visibility with a logo prominently displayed on a jacket worn by a parade participant. This mobile advertisement will capture the attention of thousands and make a lasting impression on millions online.

200\$
Logo

300\$
Poster

500\$
Video



P 01: Tricycle Promotion x 28

Elevate your brand's presence with a tricycle LED screen featuring your logo, poster, or promo video. This dynamic display will engage both the parade audience and millions on social media.

300\$
Logo

400\$
Poster

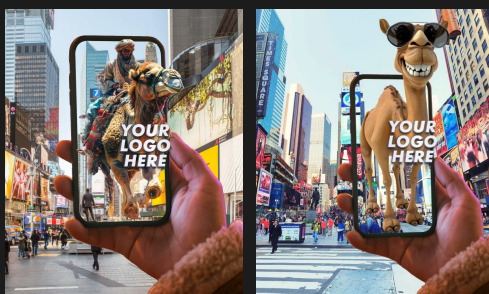
700\$
Video



P 02: LED Bus Promotion x 15

Expand your brand's reach with an LED screen on a bus, showcasing your logo, poster, or video. This moving advertisement will captivate the parade audience and reach millions online.

👑 VIP 5000\$



P 03: AR and VAR Promotion x 05

Transform the parade experience with AR and VR promotions featuring your brand's logo intro video. This innovative feature will captivate both parade attendees and millions online, with the 3D logo intro potentially displayed on Times Square and/or the UN Headquarters within a giant camel animation.

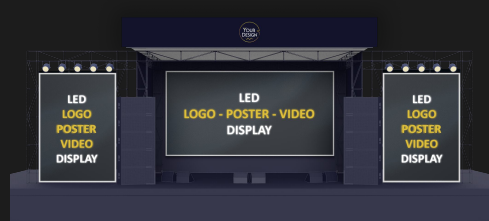
👑 VIP 10000\$



P 04: Full double-stage bus wrapped x 02

Drive brand engagement with a full double-stage bus wrapped in your brand's colors, offering a unique opportunity to distribute your products during the parade. This standout promotion will captivate the audience and create a buzz both on the streets and online.

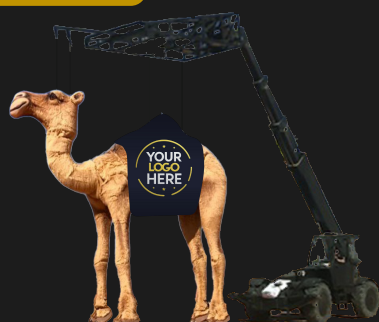
👑 VIP 5000\$



P 05: Stage Branding x 10

Command attention with your brand's logos, posters, or videos showcased on stage screens. This prominent placement will ensure your brand is prominently featured to thousands of attendees and millions on social media.

🔨 Auction From 70000\$



L 06: Raoula the Giant Camel x 01

Leave a lasting impression with your brand's logo on Raoula, the 8-meter animated giant camel. This spectacular display will captivate the audience and create a viral sensation on social media.

Packages



Bronze Pack

- ✓ L02 or L03 or L04 500\$
- ✓ L05 300\$
- ✓ P01 Logo Intro 200\$

Total ~~\$1000~~

\$800 Save 200\$



Silver Pack

- ✓ L02 or L03 or L04 500\$
- ✓ L05 300\$
- ✓ P01 Poster 300\$
- ✓ P01 Logo Intro 300\$

Total ~~\$1400~~

\$1000 Save 400\$



Gold Pack

- ✓ L02 or L03 or L04 500\$
- ✓ L05 300\$
- ✓ P01 Video Promo 500\$
- ✓ P02 Poster 400\$

Total ~~\$1700~~

\$1100 Save 400\$



Diamond Pack

- ✓ L02 or L03 or L04 500\$
- ✓ L05 300\$
- ✓ P01 Logo 200\$
- ✓ P01 Poster 300\$
- ✓ P01 Video Promo 500\$
- ✓ P04 Logo Intro 300\$

Total ~~\$2100~~

\$1500 Save 600\$

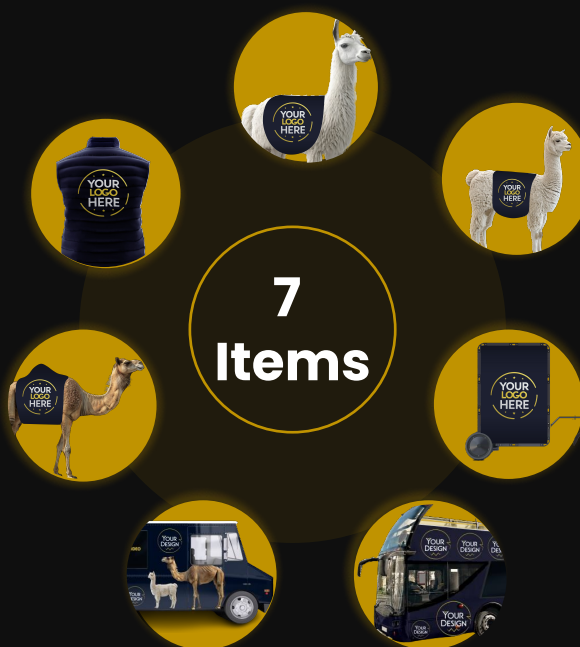


Platinum Pack

- ✓ L02 or L03 or L04 500\$
- ✓ L05 300\$
- ✓ P01 Logo 200\$
- ✓ P01 Poster 300\$
- ✓ P01 Video Promo 500\$
- ✓ P02 Poster 400\$
- ✓ P04 Poster 400\$

Total ~~\$2900~~

\$2000 Save 900\$



Choose from our range of sponsorship packages at the Camel Parade NYC, offering discounts for every budget. These packages strategically position your brand along the parade route, ensuring maximum visibility. Selecting a package includes sponsorship recognition on our website and in official communications, along with the use of the Camel Parade logo for your branding needs. Limited packages available, act now!

*Limited packages

**L2/L3/L4 can be replaced by same or higher price display if out of stock

***All branded goods like jackets and camelids blankets are included in the price as take-away souvenirs.

****Conception of logo intros videos as well as promotional posters and videos are included in the prices and can be used after the parade.



VIP

Discover our exclusive VIP packages for the Camel Parade NYC! These ultra-limited packages offer premium visibility, ensuring your brand stands out. VIP sponsors receive prominent placement on our website, tags in all official communications, and the exclusive use of the Camel Parade logo. Act fast to secure your VIP experience!



VIP Silver Partner x10

- ✓ Logo 3D AR 5000\$
Times Square **or** UN hq
- ✓ Promo Video 5000\$
Stage **or** Bus

Total ~~\$10000~~

\$8000 Save 2000\$



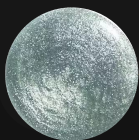
VIP Gold Partner x05

- ✓ Logo 3D AR 10000\$
Times Square **AND** UN hq
- ✓ Promo Video 10000\$
Stage **AND** Bus

Total ~~\$20000~~

\$15000 Save 5000\$





VIP Platinum Partner **x01**

- ★ Logo 3D AR: Times Square & UN Headquarters 10000\$
- ★ Full Bus Wrap: with products distribution 10000\$
- ★ Promo Video: Stage & Bus 10000\$

Total ~~30000~~

\$24000 Save 6000\$



Ultimate VIP Package **x01**

- ★ Logo on Raoula! ★ 70000\$

- ★ Logo 3D AR
Times Square & UN hq 10000\$

- ★ Promo Video
Stage & all LED supports 10000\$

- ★ Full Bus Wrap
with products distribution 10000\$

Total ~~100000~~

\$80000 Save 20000\$





Join us at Camel Parade NYC for unique exposure, supporting camelid welfare and sustainable practices worldwide.

MAKE A DIFFERENCE!