

Sponsorship Benefit Offering



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The Philadelphia Mummers Brigade Association Sponsorship Benefit Offering 2010/2011

The Philadelphia Mummers Fancy Brigade Association would like to take this opportunity to introduce you to the single most exciting event in Philadelphia, "The Mummers". The Brigade Association one of the five Divisions, who makes up the Mummers, is dedicated to continue this grand tradition that has been in existence since 1901 and has been recognized by the American Bus Association as one of the top 100 international events. The Fancy Brigades are active all year long, with fundraising events, volunteerism, and planning for the main event the "Fancy Brigade Fest & Finale", held annually at the Pennsylvania Convention Center in Philadelphia. This event is a culmination of year long efforts of thousands of volunteers to pull together a fabulous show along with a weeklong festival entertaining and educating people on the art of Mummery.

The Fancy Brigade Fest and Finale at the Pennsylvania Convention Center allows tremendous exposure and requires an extraordinary commitment from Mummers across the Tri State area who not only prepare for months to participate in this spectacular event of color and pageantry, but also raise thousands of dollars in donations just to do so. We are an IRS recognized 501c3 organization so your sponsorship will be tax deductible.

There are many organizations out there fundraising for worthy causes, but I hope that you will partner with The Philadelphia Mummers Fancy Brigade Association and help us preserve the **Mummers** tradition.

For more information on the Fancy Brigades please check out our web site at www.fancybrigade.com.

Our Mission

Membership in the Fancy Brigade division of the Philadelphia Mummers is open to all members in the community. Members participate in the organization throughout the year in many community-based activities to provide enrichment, perpetuate tradition and education in Mummery in a variety of venues within the region. The Fancy Brigade Association (or Fancy Brigades) performs at carnivals to benefit multiple charitable interests (i.e. numerous churches, schools, hospitals, etc.). The organization promotes the transmission of cultural folk traditions in the context of social and community activities in which the organization both plans and participates.

The Philadelphia tradition of Mummery has been in existence since 1901. The Mummers Day Parade is the culmination of a year's worth of community events, fundraising initiatives, and dedication to perpetuate the tradition of Mummery. Elaborate performances with costumes, music, and dance are the attractions that allow the Fancy Brigade Association to raise funds for charitable organizations in the region.

Introduction to the Philadelphia Mummers

The Philadelphia Mummers Tradition

The Philadelphia Mummers New Years Day Parade is the oldest continuous community parade held in North America. Since 1901, the parade has been produced by the City of Philadelphia in conjunction with five Mummers Divisions. These five groups of Mummers are:

- Comics
- Wench Brigades
- Fancy Clubs
- String Bands
- Fancy Brigades

Each one of these divisions provides a unique aspect to the parade with the Comics providing the spontaneity with themes that are typically satire, usually aimed at politics. The Wench Brigades the newest of the bunch are considered the “original Mummers” with members dressed as 19th century plantation-era caricatures. The Fancy Clubs are the pageantry with large framed prop suits, all made by the members. The String Bands provide the soundtrack of the Mummers. They play instruments and perform limited, choreographed movements. The Fancy Brigades are often referred to as “Broadway meets Mardi Gras”. Like the String Bands, all costumes are professionally made. The Brigades usually pick themes based on the floats and special effects, but always with the eye to costume. Choreography is a big component of the Brigades’ presentation. The movement, costumes, and floats all come together to provide exciting and colorful presentation. The popularity of the Brigades has skyrocketed over the past ten

years. The Fancy Brigades are the only organized group of the Mummers, having incorporated into a 501c3 identified as the Philadelphia Mummers Brigade Association.



Fancy Brigade Association Facts

What:

The Philadelphia Mummers Brigade Association is a non-profit organization with the task of continuing the longest traditional cultural tourism attraction, celebrating Philadelphia’s longest folk parade “The Mummers” through music, and art. Annually the Association produces the MummersFest & Finale appealing to all ages by presenting world class entertainment for the whole family

When:

2010 festival dates: December 28-31, 2010, with the grand finale of two performances on January 1, 2011. The “Mummersfest and Finale” is held annually, the last week of December and spanning six days in length.

Where:

The Full venue of events is located in the Philadelphia Center City district at the **Pennsylvania Convention Center** located at 1101 Arch Street.

How:

Festival Admission: all events are open to the public with the MummersFest costing \$4 per person, Mummers Finale tickets are \$12 and \$17 plus applicable fees.

Who:

Featured in 2010, eleven Fancy Brigades performing a two hour performance at 12 Noon and 5PM on January 1st, the New Years Day Finale, ringing in the New Year Philadelphia Style. MummerFest includes, Face Painting, Mummers Crafts, Dress in a Mummers Costume, take a behind the scenes tour and get firsthand look of the set building, children’s art contest, live music, talk to a Mummers Costume designer, and much more.....

Why:

The MummersFest and Finale was conceived as a major effort to increase cultural tourism and education in the Commonwealth of Pennsylvania and in Philadelphia while celebrating Philadelphia’s rich traditions

“Philadelphia is the Fanciest Place to Celebrate New Year’s”

“Philadelphia’s Best Kept Secret - The Mummers”

Sponsorship Philosophy & Structure

Sponsorship Philosophy

The Philadelphia Mummers Fancy Brigade Association (PMBA) views its sponsors as corporate partners and invites them to share in the ownership, excitement, and visibility of the events they create. PMBA acknowledges that companies are different in their products, services, and marketing strategies and therefore, attempts to design partnership programs most appropriate to meet the business and marketing needs of each individual sponsor. In this matter, PMBA places itself in the strongest position possible to achieve success for its partners and their programs. Consistent with this philosophy, Event Right Fees (sponsorships) are established through research and diligence to reflect the cost of presenting diverse events and programs to visitors of the events and the marketing and promotional value afforded to sponsors.

PMBA is committed to bring the finest presentation of the Mummers culture, music, and dance to its audience and partners. It is a commitment to our sponsors that we take seriously. As the only Mummers division organized as a 501c3 non-profit organization, we dedicate our operational goals to include presenting sponsors in a positive public image. Our team of professionals is always available to assist our partners in creation of promotional opportunities to enhance its sponsorship.

Sponsorship Structure

The Philadelphia Mummers Brigade Association has a three tier sponsorship philosophy (Figure 1); **Tier One** represents an Organizational Sponsorship, which is based upon a year-long 12 month marketing program through sponsorship. These partners will be identified at every event PMBA runs throughout the year. **Tier Two** is a Single Event Sponsorship. These opportunities are event-specific, designed for companies that wish to attract attention at a specific time of year or to a specific audience. **Tier Three** is more suited for small companies or business, which want to be part of the Mummers experience, but are limited in the budget they can expend. We offer four levels that range from \$1,000 to \$4,999. If interested in any of these partnership opportunities the PMBA is available and recommends sitting down with any

business and review our sponsor benefit inventory and sponsorship opportunities, and work together to tailor a sponsorship package that best fits the needs of the business. It is our belief that not every sponsor has the same needs or the same sponsorship philosophy. With this in mind we have the ability to work with the potential sponsor to ensure that their needs are met and the sponsor gets the best return on their investment.

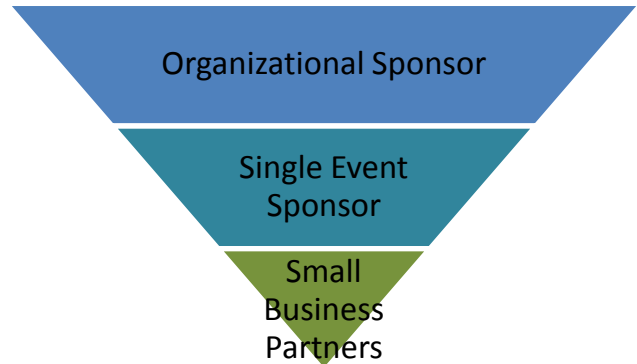


Figure 1: Three Tier Sponsorship Philosophies

Sponsor Levels:

Within each of the Sponsorship Tiers a sponsor can pick from various levels (Figure 2). Each level offers a different benefit to the company sponsoring, and they may pick a level that not only fits the company's sponsoring philosophy but also a target market. Every level of sponsorship offers an extensive list of benefits, that a sponsor can measure to help develop the Return on Sponsorship (ROS).

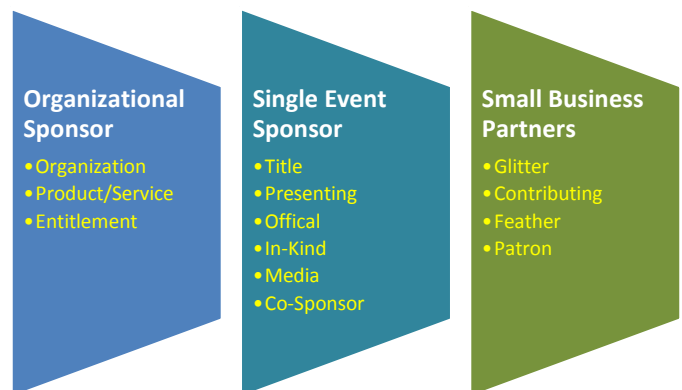


Figure 2: Sponsorship Levels

Sponsorship Benefits

The PMBA has an extensive list of benefits to offer each of our corporate partners and has the ability to tailor any of the benefits to meet the corporate philosophy.

The image of Philadelphia Mummers and especially the Fancy Brigade Fest and Finale are highly recognizable to the general public, have a large and loyal following, along with the awareness that on New Year's Day the place to be is Philadelphia.

The advantages with the Fancy Brigades are they are a guaranteed event, with no weather cancellations. Being indoors for two shows and the Festival leading up to New Year's Day, offers a sponsor a larger opportunity to activate the sponsorship and engage the audience.

With the Brigade Association playing an integral part in the selling of sponsorships (no third party), they can control Category Exclusivity and the amount of Co-Sponsors for a particular event or activity. Again, with the event being held indoors, in a controlled environment, the Brigade Association has full control and monitoring of potential sponsorship ambushing.

Lastly all the events planned afford the sponsor the ability to network with other sponsors and since this is the only event of its kind at this time of year, media exposure is high, which is one reason why our track record for return sponsorship is high.

All of the things mentioned are an important part of any sponsorship benefit offering, even though they maybe intangible or considered a qualitative benefit. They are no less important to the Fancy Brigade Association staff, and are considered high priority, for oversight and of great strategic importance.

Benefit Inventory

Sponsorship of the PMBA, its events, parade activity, or associated programs can provide a sponsoring company with visibility, sales opportunity, media attention, hospitality and many other benefits. Based on the sponsor's objectives and the flexibility created by the PMBA, a sponsor can chose to create their own benefit package. The number of benefits and scope of entitlements depend upon the support level of each sponsor, and the availability of sponsor benefits. With any

package, a sponsor may be interested in or create; the "First Right of Refusal" is always included as a benefit. The PMBA prides itself in its offerings, whether it is Marketing, Promotional, or even an Employee Experience. It is all targeted to the family and creating family entertainment at a responsible cost. Some of the Marketing Opportunities offered are:

Marketing Opportunities:

<i>Audio Recognition</i>	<i>On-Site Signage</i>
<i>Website Linkage</i>	<i>Festival Program</i>
<i>VIP Seating</i>	<i>Radio, TV & Print</i>
<i>Inclusion on Posters/Flyers</i>	<i>Hospitality</i>
<i>Golf Outing</i>	<i>Receptions</i>
<i>Press Coverage</i>	<i>Ticketing/Employee Discounts</i>
<i>On-Site Inflatable Options</i>	<i>Street Banners/Center City Phila.</i>
<i>On-Site Electronic Advertising</i>	<i>Show Ticket Advertising Option</i>

In addition to the marketing opportunities a sponsor also has the ability to promote a product, and with the Fancy Brigades Fest and Finale being indoors, as a five day event, the sponsor can have some great promotional opportunities to include:

Promotion Ideas:

<i>Product Sampling</i>	<i>Data Base Development</i>
<i>Contest/Promotions</i>	<i>Cross Promotions/Receptions</i>
<i>Experiential Marketing</i>	<i>Product Exclusivity</i>

Always with an eye to the sponsor's employees, the PMBA has a list of available experiences for the employees to actively participate in or take advantage of. Some of those experiences are:

Employee Experience:

<i>Employee Giveaways</i>	<i>Employee Volunteering</i>
<i>Employee Ticket Discounts</i>	<i>Mummers at the Work Place</i>

The interrelationship between all of our offered benefits and understanding the company's sponsorship philosophy will result in a sponsorship agreement that will ensure both parties are successful and reach their desired return on investment (Figure 3).

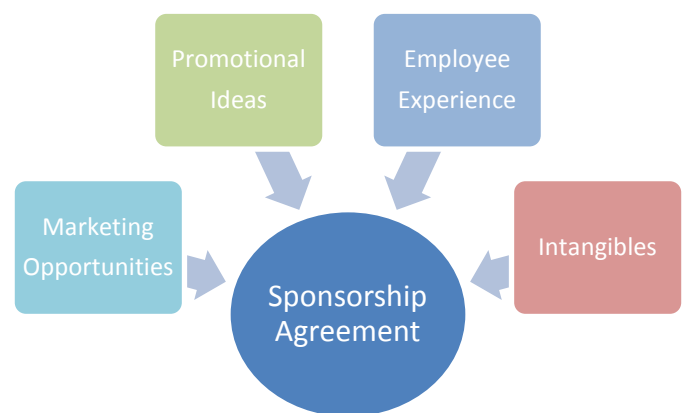


Figure 3: Three Tier Sponsorship Philosophies

Sponsorship Tier Details

Organizational Sponsorship

The Organizational Sponsorship is a unique program offering companies a twelve-month event marketing program through sponsorship of the Philadelphia Mummers Brigade Association or one of its member unit's at all public events or activities. Some of the offered events are:

- Annual MummersFest held at the Pennsylvania Convention Center;
- Fancy Brigade portion of the annual Philadelphia Mummers New Year's day Parade;
- Annual Fancy Brigade "Sneak Preview"
- Move In Days at the Pennsylvania Convention Center
- Annual Awards Banquet
- Annual Kids Fingerprinting with the Philadelphia Police Department
- Fancy Brigade Pick for Position
- Mummers Mass

In addition, wherever the Fancy Brigades units perform throughout the year, our Organizational Sponsor's name will be presented.

Some of the unique benefits associated with our Organizational Sponsorship include:

- Company name and logo featured on all posters, print advertisements, flyers, brochures, and event schedules for the entire year of Mummer activities;
- Name and Logo inclusion on the PMBA website with link to company website;
- Company recognition on all year round radio and television advertising and promotions;
- Booth space and/or on-site presence at the events identified;
- Banner placements at the events identified;
- Opportunities to participate in all event parades;
- Opportunity to participate in any photo opportunities featuring the PMBA and its year round schedule; and
- Mention in all generic press releases relating to the organizational or its upcoming events.

A second opportunity within the Organizational Sponsorship is to be the "Official Product or Service Sponsor" for products or services that the PMBA maintains, granting that sponsoring company exclusivity in that category. For these companies, only those products will be recognized by the PMBA, identified with on-site presence at MummersFest and Parade route, advertised to their members and friends, and given permission to utilize the PMBA seal of approval. The third opportunity within the Organizational Sponsorship

is the "Entitlement Sponsor", for the right company, an Entitlement Sponsorship is available to associate that company with one of the eleven (11) individual clubs that make up the Fancy Brigade Association on a year round basis.

In addition to having visibility and presence in the unit's clubhouse, the company will have association and visibility with year round activities presented by the club.



At the New Year's Finale presentations conducted in the Pennsylvania Convention

Center, the sponsor's name and logo will be associated with the group they sponsor, both in pre-show activities, set up, set construction, MummersFest, and all other public and promotional activities. During the show itself that company will be recognized as the Entitlement Sponsor of that group and have its name and logo in the program book



alongside its sponsored brigade, on the drapes and floor, and announced verbally by our Master of Ceremonies. The eleven brigades are:

FANCY BRIGADE ASSOCIATION MARCHING UNITS

Saturnalian Fancy Brigade
South Philly Vikings Fancy Brigade
Second Street Shooters Fancy Brigade
Avenuers Fancy Brigade
Golden Crown Fancy Brigade
Satin Slipper Fancy Brigade
Clevemore Fancy Brigade
Downtowners Fancy Brigade
Bill McIntyre's Shooting Stars Fancy Brigade
Jokers Fancy Brigade

Single Event Sponsorship

A Single Event Sponsor is reserved for one company whose name shall be identified with an event identified below. The partner's name shall be included in all public mention, promotions, press releases, advertising, etc. For instance, a Presenting Sponsor is; ABC Company presents the Mummies Fancy Brigade Association 12:00 Show January 1st, 2010. Contractually each time the media uses the name of the event, they must identify the event sponsor; it becomes part of the event's name. This offers tremendous name recognition and visibility for our Presenting Sponsor to build brand loyalty and product awareness. We offer various levels of Single Event Sponsorship to include:

- **Title Sponsor:** providing the company naming rights to the entire set of events
- **Presenting Sponsor:** providing the company the naming rights to a specific event or activity
- **Official Sponsor:** providing the company the naming rights to a specific product
- **In-Kind Sponsor:** providing the event a specific item or product as in-kind providing them recognition
- **Media Sponsor:** a media sponsor would have exclusivity to all media announcements and or press releases
- **Co-Sponsors:** a sponsor who would share sponsorship of an event or activity with another company

Each Single Event or activity offers a partner the ability to reach an audience at a specific time of year or a specific audience. A company can use any event or activity to include:

Available Events/Activity

MummiesFest: Initiated in 1998, Mummiesfest is presented in the Pennsylvania Convention Center December 28th through December 31st annually. Its activities feature demonstrations by the PMBA units themselves, finishing their costumes, floats, and choreographed dance steps. Brigade rehearsals, march-throughs, and impromptu displays are part of the excitement. MummiesFest is designed as a family, kid-friendly



event featuring face painting, childrens crafts, photo display of Mummies Past and opportunity to meet and talk to actual Mummies. Some of the benefits this sponsorship includes:

- Our sponsor's name will be associated with MummiesFest in all promotions, advertising, schedules,

programs, promotional literature, and visibility;

- The sponsor shall have first rights at premiere display locations in the Pennsylvania Convention Center during Mummiesfest.
- It's name will be presented on all generic signage identifying MummiesFest and company specific signage throughout the Convention Center.
- Continuous PA announcements welcoming our visitors to the Convention Center and MummiesFest, announcement of special activities and programs, recognition of Mummies groups shall all identify the sponsor name and,
- Company representatives will have the opportunity to address the crowd throughout the four day run as well as special ticketing opportunities. These ticketing opportunities include complimentary tickets for company staff, management, or key clients, the



opportunity to sell pre-show tickets in advance of December 28th, and promotional give-aways at the site itself.

New Year's Day Family Show / Finale Show: A company can choose to be the sponsor of both or one of the indoor shows held on New Year's Day, with the 12:00 PM Family Show and the 5:00 PM Finale Show. Individual shows will be sold at a higher unit level. Each shows seating capacity is over 3,500. Some of the benefits the sponsorship includes:

- Sponsors name shall be identified in the title of the PMBA New Year's Day 12:00 PM and/or 5:00 PM show;
- On-site signage;
- Appropriate signage leading into the event along with display space leading into the show for company use;
- Opportunity for company representative to introduce the start of the show and thank the crowd and the Mummies on behalf of sponsor;
- Frequent PA announcements throughout the day identifying the ABC Company as the presenter of the indoor shows at the introduction and conclusion of each show;

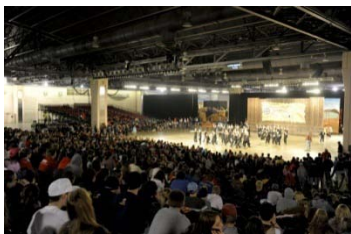


- Identification in all promotional literature, advertising, programs, schedules, and press releases with regard to all title sponsorships of the shows themselves;
- Company's name and logo in all promotional literature. Announcements. Schedules. Etc.;
- Complimentary tickets for company use by employees, management, customers in the VIP seating area;
- Opportunity to utilize hospitality area at the Convention Center for company guest, employees, and clients; and
- Company name as the backdrop of interview stations to assure additional name and logo visibility on national television broadcast interviews originating from the site.

Philadelphia Mummer's New Years Day Parade: sponsor of the PMBA Division of the Annual Mummers Parade down Broad Street. Benefits include the following:

- Name and logo in promotional literature, press releases, posters, programs, schedules associating the company as a sponsor of the parade;
- Appropriate signage along parade route;
- Opportunity to have key employees march in the parade as marshals;
- Ability to march with or at the lead of the division identifying company name as the sponsor in association with the Mummers;
- Written scripts prepared for the company to be presented to media covering the parade.

Fancy Brigade "Sneak Preview": On December 29th, as a part of MummersFest, the Brigades all gather to conduct a run-through rehearsal also called a "Sneak Preview". As their final practice before the Finale on New Year's Day, each Brigade has the opportunity to run-through



their program and finish under the formatted 4 minutes and 30 seconds maximum time period. Individuals attending Mummersfest and the general public can witness this run-through without the display and pageantry of the costumes. It is an excellent opportunity for the sponsor to have their name associated with this "Sneak Peak" that gathers huge crowds.

The sponsor of the "Sneak Preview" will have their name and Logo associated with this day on all promotional materials, verbally recognized throughout the day, have a company representative introduce the acts on behalf of the company, and have hospitality throughout the day.

Sponsor's VIP Reception: As a way to say "Thank You" for the corporations who are supporting the Mummers and the PMBA, a special sponsors' reception takes place prior to the parade and Mummers Finale Shows. It is an excellent opportunity for a sponsor whose name and logo shall be on every invitation going to all corporate sponsors, elected officials, celebrities, and community leaders invited to the event. It is business-to-business marketing at its finest and is available to one company to play host to the Mummers, Mummers' sponsors, and key Philadelphia businessmen.

Company Nights at MummersFest: Since Mummersfest Traditionally runs from December 28th through December 31st, select companies will have the opportunity to have a night at MummersFest named in honor of their company. Once contracted, a specific day, for instance December 30th, shall be identified as the ABC Company Night at MummersFest 2009. The company name shall be featured in all promotional materials and advertising and in all PA announcements the night of their sponsorship. Special complimentary tickets, use of hospitality, and company outings can be utilized on this evening.

Available Entitlement Opportunities

PMBA Move-In Day: Typically, December 26th and 27th of any given year are identified as the Brigade's Move-In Day. These are the days when each of the brigades can bring in huge pieces of their set through the garage doors at the Convention Center. For the first time, pieces of their sets that they have been working on all year long arrive and construction begins. It marks one of the most exciting periods of the year for the Mummers and is an excellent opportunity for the right sponsoring company wishing to have a closer association with the 5,000 Mummers and family members themselves and be associated with this Philadelphia icon.

PMBA Pick for Position Party: In early to mid October each year, representatives of the 11 Fancy Brigades and the media assemble for one of the most anticipated gatherings of the year. On this date, officials from the PMBA pick to determine the order in which the individual brigades will perform and march in the annual parade. This is extremely important for members of the brigades as their history indicates a greater chance of winning the championship in the later positions. The media always attends as it creates excitement for the community and is the first significant announcement for the Mummers Parade. Leading into the holiday season.

For the right sponsor, the Pick for Position Party will include the corporation's name as its title. Its name and logo will appear on all promotional materials and in all media announcements following day. Company representatives can have an integral part in participating in the Pick for Position.

PMBA Annual Awards Banquet: Conducted in mid-February, members of all the brigades meet to share in the excitement and pageantry of its recently held parade. Awards are announced and presented as fellowship and brotherhood abound. The Awards Banquet is reinforcement for all the brigades and the good work they do for the City of Philadelphia in bringing attention to the City, tourist into its hotels, and excitement for its media.



For the right sponsor, the Awards Banquet title shall include the name and logo of the sponsor. The sponsor's name and logo will appear on a banner above the stage. A representative of the sponsoring company can serve as Master of Ceremonies and/or present the awards to the winning brigades.

Pennsylvania Convention Center Bleachers: To create association with the PMBA and maximize the company's visibility on New Year's Day, select companies will be given the opportunity to sponsor the three major bleachers for the Mummers Fancy Brigade Finale Shows. As such, the name of the company will be identified on each attendee's tickets sitting in that bleacher area, either for the 12:00 pm or 5:00 pm show. The company will be recognized in all promotional materials and in PA announcements. The bleachers themselves will be referred to as Company X section with special signage, banners and wraps on the bleachers and steps themselves. Each attendee climbing the steps of the company section will see that company's name and/or products, such as for the Jeep section, Grand Cherokee, Liberty, Patriot, etc.

Environmental Services: Between each Mummers group performance on New Years Day at the Pennsylvania Convention Center, special housekeeping must be accomplished to clear the presentation floor of all debris left from the previous marchers. It is an excellent opportunity for the right company to have name and logo in lights, on signage, and on shirts of all the workers making the site attractive for our crowds and the next group. Special announcement, interviews on Television, and complimentary tickets will be provided.

Small Business Partners

The last option of the three tier sponsorship philosophy is more suited for small companies or businesses, which want to be part of the Mummers experience, but have a limited budget. Within this tier we offer four levels that range from \$1,000 to \$4,999, each offering a list of benefits that will provide the company visibility as well as recognition with a great Philadelphia icon, the Philadelphia Mummers. Listed are the four levels and benefits associated with that level. The

Association is always available to discuss these levels and if the business has a special request, the Association is willing to tailor the benefits to best fit the company needs. The Levels are:

Patron Sponsor- \$1,000

- Company Name Association with the Philadelphia icon, the Philadelphia Mummers
- Company name on Fancy Brigade Web Site with linkage
- Company name listed in Festival Program Book
- 5 Complimentary tickets to each the MummersFest and Noon Finale Show

Feather Sponsor- \$2,000

- Company Name Association with the Philadelphia icon, the Philadelphia Mummers
- Company name on Fancy Brigade Web Site with linkage
- Company name listed in Festival Program Book
- 7 Complimentary tickets to each the MummersFest and Noon Finale Show
- Invite to VIP Receptions

Contributing Sponsor- \$3,000

- Company Name Association with the Philadelphia icon, the Philadelphia Mummers
- Company name on Fancy Brigade Web Site with linkage
- Right of First Refusal
- Company name listed in Festival Program Book
- Company name listed on Sponsor T-Shirt
- 8 Complimentary tickets to each the MummersFest and Noon Finale Show
- Invite to VIP Receptions

Glitter Sponsor- \$4,000

- Company Name Association with the Philadelphia icon, the Philadelphia Mummers
- Company name on Fancy Brigade Web Site with linkage
- Right of First Refusal
- Company name listed in Festival Program Book
- Company name listed on Sponsor T-Shirt
- 1 on-site signage
- 10 Complimentary tickets to each the MummersFest and Noon Finale Show
- Invite to VIP Receptions

Summary

The Mummers are synonymous with Philadelphia. As the New Year's Day Holiday approaches, the media is filled with exploits of the upcoming Mummers New Year's Day activities. The Mummers Parade is the longest continuous parade in the country. Sufficed to say, the Mummers are a cultural icon for Philadelphia, South Jersey, and the entire Delaware Valley region.

Your company can partner with the Mummers and make this association a beacon of pride for your employees or a way to showcase your products and enhance your business and marketing objectives.

We hope this package is helpful, and provides your company the details needed to make an informed decision. But, as stated earlier, this package can not capture all the available options a company has and if interested in a partnership, the PMBA is available and recommends sitting down and review all our available sponsor benefits inventory and sponsorship opportunities, and work together to tailor a sponsorship package that best fits the needs of your business.

The Philadelphia Mummers Brigade Association is fully dedicated to continue this grand Philadelphia tradition and hope that you will partner with us to ensure its continued success.