The Carolina Band 2024 Macy’s Thanksgiving Day Parade®
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.

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