



BUD BILLIKEN PARADE
SUMMER
BLOCK
PARTY



THE PURPOSE

UBM will maximize its visual and digital branding footprint by capitalizing on the **1.5 million spectators and 80,000 participants** of the second largest parade in the United States, the annual Bud Billiken Parade that takes place at our front door by using multiple marketing disciplines.



THE HOW

- A. The UBM Center Stage
- B. The UBM BUD Block Party (BBP)
- C. The UBM Family BBQ Cookoff -
Sponsored by Leon's BBQ



THE WIDE VIEW

A. The UBM Center Stage -On 41st & King Drive

1. UBM hosts will commentate on the parade LIVE across all stations as well as stream the parade LIVE via YouTube.
2. Correspondents will be on the parade route getting interviews as celebrities, politicians, and dignitaries pass by.
3. UBM will have VIP bleachers set up for Sponsors and clients.



THE WIDE VIEW

B. The UBM Bud Block Party

1. UBM DJs will host musical sets in VIP Section
2. Family based games/competitions and give-a-ways will take place in front of UBM in carnival tents.
3. Secure local celebrities to stop by and greet the people. (ie. Make connections with the cast of Empire)
4. Balloons, Face painting, kid activities





THE WIDE VIEW

C. The UBM BBQ Cook-off

(Sponsored by Leon's BBQ)

1. Use the popularity of food competitions and foodies social media sites to enlist foodies and their families to participate in a BBQ Competition
2. Use the LEON's BBQ Brand to solidify the creditability of competition
3. Family driven event and food will draw crowd to UBM VIP section.



Legend

◆ BBQ Stations

⌒ UBM WAY Archway

■ UBM Station Booths

■ Bleachers

XXX Fencing

