

# The City of Harrisburg Presents



Sponsored by the Hershey Harrisburg Regional Visitor's Bureau

On Saturday, November 18, 2017 the City of Harrisburg will proudly present the annual Holiday Parade in Downtown Harrisburg. Featuring musical acts, floats, parade balloons, food vendors and much more, this free event draws over 10,000 attendees each year and is broadcast on local TV stations. Please consider partnering with the City of Harrisburg to make this year's event a success for our region.

## Title Sponsor - \$10,000

- Title Sponsorship rights for the 2017 Holiday Parade
- The opportunity to serve as guest emcee on stage at the parade
- Prominent media coverage (on-air, online and in print)
- Prominent logo listing on marketing materials and City website
- Opportunity to place company banner on the parade stage
- Invitation to join the Mayor for a press conference to announce the 2017 Holiday Parade
- Option to select a giant helium balloon and lead it through the parade
- Numerous company mentions during parade announcements, broadcast live on television and during the Thanksgiving and Christmas holiday on WHBGTV 20
- Invitation to have representative on Mayor's "Word in the Burg" show for 2017 Holiday Parade
- Five VIP seats on the parade stage

## Gold Sponsor - \$7,500

- Listing in all media coverage as a Gold Sponsor
- Logo placement on all parade marketing materials and City website
- Opportunity to place company banner in Atrium of City Hall
- Option to select a giant helium balloon and lead it through the parade
- Invitation to join the Mayor for a press conference to announce the 2017 Holiday Parade
- Numerous company mentions during parade announcements, broadcast live on television and during the Thanksgiving and Christmas holiday on WHBGTV 20.
- Invitation to have representative on Mayor's "Word in the Burg" show for 2017 Holiday Parade
- Four VIP seats on the parade stage

## Silver Sponsor - \$3,500

- Listing in all media coverage as a Silver Sponsor
- Logo placement on all parade marketing materials
- Invitation to join Mayor for a press conference to announce the 2017 Holiday Parade
- Option to lead it a large helium balloon in the parade
- Numerous company mentions during parade announcements, broadcast live on television and during the Thanksgiving and Christmas holiday on WHBGTV 20
- Two VIP seats on the parade stage



## Bronze Sponsor - \$1,500

- Listing in media coverage as a Bronze Sponsor
- Invitation to join Mayor for a press conference to announce the 2017 Holiday Parade
- Numerous company mentions during parade announcements, broadcast live on television and during the Thanksgiving and Christmas holiday on WHBGTV 20.
- Invitation to feature a float or vehicle in the parade

## Community Sponsor - \$750

- Numerous company mentions during parade announcements, broadcast live on television and during the Thanksgiving and Christmas holiday on WHBGTV 20.
- Invitation to feature a float or vehicle in the parade

## In-Kind Media Sponsor

- Invitation to feature a float or vehicle in the parade
- Numerous company mentions during parade announcements, broadcast live on television and during the Thanksgiving and Christmas holiday on WHBGTV 20
- Logo placement on parade banner
- Invitation to join Mayor for a press conference to announce the 2017 Holiday Parade
- Opportunity to have a company representative serve as guest judge on the parade panel

**Yes!** We would like to sponsor the 2017 Holiday Parade.

Title Sponsor - \$10,000

Bronze Sponsor - \$1,500

Gold Sponsor - \$7,500

Community Sponsor - \$750

Silver Sponsor - \$3,500

In-Kind Media Sponsor

Contact: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Checks should be made payable to the "Harrisburg City Treasurer" and directed to Business Development Office at the City Government Center (10 North Second Street, Suite 302, Harrisburg, PA 17101.)