



2016 Holiday Parade

On Saturday, November 19, 2016 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

- Exclusive Title Sponsorship rights for the 2016 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
- Invitation to participate in Mayor's Holiday Tree-Lighting Ceremony
- Opportunity to place company banner in Atrium of City Hall and on the parade stage
- Invitation to join the Mayor for a press conference to announce the 2016 Holiday Parade
- Invitation to feature a float or vehicle in the 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 2016 Holiday Parade
- Four 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
- Invitation to join the Mayor for a press conference to announce the 2016 Holiday Parade
- Invitation to participate in Mayor's Holiday Tree-Lighting Ceremony
- Opportunity to place company banner in Atrium of City Hall
- Invitation to feature a float or vehicle in the 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 2016 Holiday Parade
- Three 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 2016 Holiday Parade
- Opportunity to place company banner in Atrium of City Hall
- 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.
- Two VIP seats on the parade stage

Bronze Sponsor: \$1,500

- Listing in all media coverage as a Bronze Sponsor
- Invitation to join Mayor for a press conference to announce the 2016 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 company represented in the 2016 Holiday Parade

Community Sponsor: \$750

- Invitation to join Mayor for a press conference to announce the 2016 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 company represented in the 2016 Holiday Parade

Contact: _____ Company: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Sponsorship Levels:

- Title Sponsor - \$10,000
- Gold Sponsor - \$7,500
- Silver Sponsor - \$3,500
- Bronze Sponsor - \$1,500
- Community Sponsor - \$750

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.)