

Holiday PARADE

DOWNTOWN HARRISBURG

SPONSORED BY VISIT HERSHEY & HARRISBURG

NOVEMBER 16, 2024

10AM | DOWNTOWN HARRISBURG

[HARRISBURGPA.GOV/PARADE](https://harrisburgpa.gov/parade)



PHOTO BY VICKI VELLIOS BRINER



HOLIDAY PARADE SPONSORSHIP

ABOUT THE PARADE

The Holiday Parade is held the Saturday before Thanksgiving each year. The event features giant parade balloons, high school marching bands, decorated floats, dance teams, characters, Santa and more. There is an awards ceremony held at Strawberry Square after the parade.

YOUR SUPPORT MATTERS

The event attractions, awards and marketing pieces are funded entirely through sponsorships and entry fees. Your support will help highlight local organizations participating in the parade while attracting visitors to experience Downtown Harrisburg & provide an economic boost to local businesses going into the holiday season.

PROMOTE YOUR BRAND

The Holiday Parade provides an excellent opportunity to promote your brand, reaching over 54,000 people on Facebook alone.

ATTENDANCE

2022  **5,000**

DIGITAL REACH

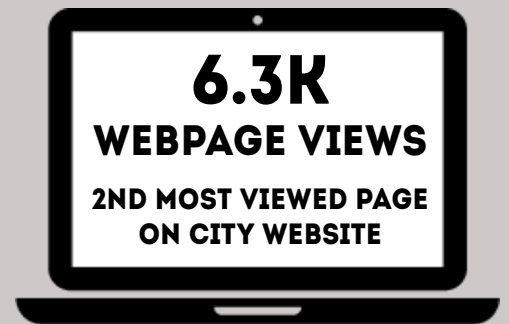


**6.3K RESPONSES TO THE
FACEBOOK EVENT**

BILLBOARDS



168.1K IMPRESSIONS



“

Thank you City of
Harrisburg, the kids
had a great time today!

”

“

First parade for our
boys and there were
so many neat things
to see!

”

“

It was cold but my
family enjoyed it and
took home tons
of candy!

”

SPONSORSHIP PACKAGES

Title Sponsor - \$6,000 (1 available)

- Naming rights for the Parade to include: company logo incorporated into event logo and included on all marketing materials, event signage, sponsor event signage, event webpage, & digital event guide. Company name included in event wordmark (Example: Company Name Holiday Parade) and listed on press releases.
- Company banner displayed at the event stage
- Custom announcement for your company read at the beginning of the event
- 10x10 vendor space near the event stage or another agreed upon location
- Clickable ad for your company displayed on the event webpage
- Clickable full page ad in the digital event guide
- Opportunity to provide (2) company videos to be shared in the Facebook event
- Invitation to feature a float or vehicle in the parade with preferred placement in one of the first 2 divisions
- Invitation to attend the parade press conference and to address the media directly
- Recognition during stage announcements at the beginning and end of the parade

Marching Band Sponsor - \$4,000 (1 available)

- Opportunity to provide volunteers to carry a banner for each marching band with your company logo included. We typically have 4-5 bands participate and would require 2 volunteers per banner. We can coordinate other volunteers if you are not able to supply your own.
- Company recognition in stage announcements read directly before or after each marching band performance.
- Clickable half page ad in the digital event guide.
- Opportunity to provide (1) company video to be shared in the Facebook event.
- Invitation to feature a float or vehicle in the parade with preferred placement in one of the first 2 divisions
- Invitation to attend the parade press conference and to address the media directly.
- Recognition during stage announcements at the beginning and end of the parade.
- Logo placement on all marketing materials, sponsor event signage, event webpage, & digital event guide. Company listed in press releases and the Facebook event.



Large Parade Balloon Sponsor – \$2,500 (2 available)

- Opportunity to provide volunteer balloon handlers that will assist the balloon through the parade route. Volunteers may wear branded attire & the balloon can be positioned alongside a float, vehicle or walking group.
 - Quarter page ad in the digital event guide
 - Invitation to attend the Parade press conference
 - Opportunity to provide (1) company video to be shared in the Facebook event
 - Recognition during stage announcements at the beginning and end of the parade
 - Logo placement on all marketing materials, sponsor event signage, event webpage, & digital event guide.
- Company listed in press releases and the Facebook event.



*Parade balloons shown are from past parades. New options will be provided for the 2024 event.
Choice of parade balloon is awarded in the order the sponsorships are confirmed.

Small Parade Balloon Sponsor – \$2,000 (2 available)

- Opportunity to provide volunteer balloon handlers that will carry the balloon through the parade route. Volunteers may wear branded attire and the balloon can be positioned alongside a float, vehicle or walking group.
- Quarter page ad in the digital event guide
- Invitation to attend the Parade press conference
- Opportunity to provide (1) company video to be shared in the Facebook event
- Recognition during stage announcements at the beginning and end of the parade
- Logo placement on all marketing materials, sponsor event signage, event webpage, & digital event guide, Company listed in press releases and the Facebook event.



*Parade balloons shown are from past parades. New options will be provided for the 2024 event.
Choice of parade balloon is awarded in the order the sponsorships are confirmed.

Awards Sponsor – \$1,500 (1 available)

- Opportunity to have a company representative serve as an on-stage judge alongside local tv personalities for the marching band, dance team, and Best in Theme entries
- Invitation to feature a float or vehicle in the parade with preferred placement in one of the first 2 divisions
- Opportunity to provide (1) company video or graphic to be shared in the Facebook event
- Recognition during stage announcements at the beginning and end of the parade
- Logo placement on select event marketing materials (posters & banners), the event webpage, digital event guide, and sponsor event signage. Company listed in press release and Facebook event.

Community Sponsor – \$1,000

- Invitation to feature a float or vehicle in the parade with preferred placement in one of the first 2 divisions
- Opportunity to provide (1) company video or graphic to be shared in the Facebook event
- Recognition during stage announcements at the beginning and end of the parade
- Logo placement on select event marketing materials (posters & banners), the event webpage, digital event guide, and sponsor event signage. Company listed in press release and Facebook event.

Friend of the Parade – \$500

- Invitation to feature a float or vehicle in the parade with preferred placement in one of the first 2 divisions
- Logo placement and link on the event webpage and digital event guide

SPONSORSHIP FORM

We would like to sponsor the 2024 Holiday Parade at the following level:

- | | |
|---|---|
| <input type="checkbox"/> Parade Sponsor - \$6,000 | <input type="checkbox"/> Awards Sponsor - \$1,500 |
| <input type="checkbox"/> Marching Band Sponsor - \$4,000 | <input type="checkbox"/> Community Sponsor - \$1,000 |
| <input type="checkbox"/> Large Parade Balloon Sponsor - \$2,500 | <input type="checkbox"/> Friend of the Parade - \$500 |
| <input type="checkbox"/> Small Parade Balloon Sponsor - \$2,000 | |

Confirmation of sponsorship is needed by October 11 to make our first marketing ad deadline. Sponsorship confirmations received after this time may miss some marketing benefits.

Contact: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Checks should be made payable to the “City of Harrisburg” and directed to the City Government Center (10 N 2nd Street, Suite 304, Harrisburg, PA 17101)