



On Saturday, November 17, 2018 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 2018 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 2018 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 2018 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 2018 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 2018 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 2018 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 2018 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 2018 Holiday Parade
- Opportunity to have a company representative serve as guest judge on the parade panel

Yes! We would like to sponsor the 2018 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 Downtown Improvement District" and directed to the City Government Center (10 North Second Street, Suite 405, Harrisburg, PA 17101.)