



## **The City of Palm Springs Festival of Lights Parade Saturday, December 3, 2016**

### **Fact Sheet**

**Location** - Downtown Palm Springs on historic Palm Canyon Drive, Parade starts at Ramon Road and ends at Tamarisk Road

**Date/Time** – Saturday, December 3, 2016 - 5:45PM

**Attendance** – 80,000+ will convene on downtown Palm Springs to watch this annual Holiday celebration

**Audience** – Family oriented event. Crowd composition is residential (both full and part-time residents) along with a large tourist population. Event draws many spectators from throughout the Coachella Valley and surrounding communities of Banning/Beaumont and Yucca Valley/Twentynine Palms.

**Event Details**– 80 community sponsored floats along with Grand Marshal and other dignitaries. Marching bands, dancers and performers are among the entertainers. The parade also includes spectacular Macy's style large holiday-themed balloons.

**Marketing and Promotions** - Opportunities Include - Community Support and positive public relations for one the valley's most popular events; Live mentions on radio broadcasts; logo and link on event website; logo placement in all print advertising; Sponsor recognition by parade announcers throughout evening of the parade.

*Customized Sponsorship Packages are available.*

For more sponsorship information about the Palm Spring Holiday Parade contact Jasmine Waits at (760) 323-8276. This is a terrific opportunity to become involved with this annual event to celebrate the community spirit of the holidays!



## The City of Palm Springs Festival of Lights Parade Saturday, December 3, 2016

### Sponsorship Application Form

Business Name: \_\_\_\_\_

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

\_\_\_\_\_

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

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

Contact E-Mail: \_\_\_\_\_

- Gold Sponsor (\$5,000)
- Silver Bell Sponsor (\$2,500)     Bronze Mistletoe Sponsor (\$1,500)
- Community Sponsor (\$1,000)     Parade Aficionado Sponsor(\$500)
- Friends & Family Sponsor (\$100)

Enclosed is my check in the amount of \$\_\_\_\_\_ in support of the Palm Springs  
Holiday Light Parade.

Make the check payable to:

City of Palm Springs – Festival of Lights Parade  
Office of Special Events  
401 S. Pavilion Way  
Palm Springs, CA 92262

***Note: To assist our planning and to meet advertising deadlines, we would  
like notification of your support no later than November 1, 2016***

***Thank you!!!***



## **Palm Springs Festival of Lights Parade Sponsorship Levels & Benefits**

### **Holiday Angels – Gold Level - \$5,000**

Sponsor Recognition in Advertising and Promotions  
Logo and Mention on Event Website  
Six (6) VIP seats on Parade Review Stand

### **Silver Bell – Silver Level - \$2,500**

Logo and Mention on Event Website  
Four (4) VIP seats on Parade Review Stand

### **Mistletoe – Bronze Level - \$1,500**

Logo and Mention on Event Website  
Two (2) VIP seats on Parade Review Stand

### **Community Sponsor - \$1,000**

Logo and Mention on Event Website  
One (1) VIP seat on Parade Review Stand

### **Parade Aficionado - \$500**

Logo and Mention on Event Website

### **Friends & Family - \$100**

Thank you acknowledgment