



*- Palm Springs -*

# FESTIVAL of LIGHTS

— PARADE —

## Saturday, December 7, 2019

5:45 p.m. Palm Canyon Drive



## Presenting Sponsorship



**SPONSORSHIP FEE - \$35,000**

ONE company will receive the highest profile possible and extensive benefits as the exclusive Presenting Sponsor.

Showcase your business throughout the Coachella Valley with pre-promotion of the event, digital marketing, on-site opportunities, AND a substantial presence on **KMIR-TV** reaching into the homes of tens of thousands of Coachella Valley residents.

Present your own custom float or balloon.

If you select a float, our renowned float builder will handle all phases of construction and operation (over \$20,000 value alone) to ensure that the design reflects your business and brand messaging. Your employees could be the center of attention on the float!

Additional benefits available.



## Float Sponsor



**SPONSORSHIP FEE - \$25,000**

Engage with the community. Showcase your business on a custom built holiday-themed float.

Our renowned float builder will handle all phases of construction and operation, ensuring that the design reflects your business and brand messaging.

If you would like your employees to be center of attention on the float, we can do that too! Build your reputation for community involvement And enjoy the rewards.

## Balloon Sponsor



**SPONSORSHIP FEE - \$15,000**

Sponsor one of these high flying acts! Your representatives will be able to walk ahead of one of the balloons with a branded banner that identifies your company as the proud sponsor.

Best of all, volunteers from your company are invited to train with the professionals and walk with your balloon in the Parade!



## Vehicle Sponsor



### **SPONSORSHIP FEE - \$8,000**

Cover your company truck or car in festive lights and participate in the parade.

A sign or messaging on the vehicle to showcase your company name. Employees may walk along the vehicle (no collateral may be distributed), and representatives may wear company logo clothing.

**Limited** to a set number of vehicles so first come availability.

## Community Sponsor



### **SPONSORSHIP FEE - \$2,500**

Celebrate the season and enjoy the Parade knowing that you've helped create a legacy in the Coachella Valley's most popular holiday event! Your business logo will be placed on the Festival of Lights web page, with a link to your URL and on sponsor signage at the Parade.

You'll enjoy 2 tickets to the VIP Pre-Parade Party along with 2 reserved seats on the Parade Review Stand.

## Grandstand Sponsor

### **SPONSORSHIP FEE - \$5,000**

A section of the grandstand will feature large signage with your logo and brand message. A section of eight (8) seats of the grandstand area will be reserved for you and your clients / friends.



## Friends of the Parade



### **SPONSORSHIP FEE - \$1,000**

Plant your flag in the Valley's most popular holiday tradition. Your business logo will be placed on the Festival of Lights web page with a link to your URL and on sponsor signage at the Parade.



The Palm Springs Festival of  
Lights Parade generates  
community goodwill and many  
opportunities for business growth.

Sponsors are appreciated at  
every level.

### SPONSORSHIP CONFIRMATION

----- We will support the Parade at ----- Sponsorship Level

BUSINESS NAME:

BUSINESS ADDRESS:

CONTACT NAME:

CONTACT PHONE:

CONTACT EMAIL:

----- I will pay via credit card (Visa, MasterCard, American Express)

----- Send check - Sponsor check made payable to the City of Palm Springs

For more information, contact ConneXion Partnerships at 760.808.5015 or email  
[media@ConneXionPartnerships.com](mailto:media@ConneXionPartnerships.com)

Kindly mail this form and your check or personally deliver it to:

**Office of Special Events | 401 S. Pavilion Way | Palm Springs, CA 92262**  
**Attn: Festival of Lights Parade**