

Festival of Lights Parade



SPONSORSHIP OPPORTUNITIES

Be Special!

Every business stands to benefit from the goodwill generated by supporting events such as the Palm Springs Festival of Lights Parade. Every sponsor is appreciated at every level!

Community Sponsor / SPONSORSHIP FEE \$3,000

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.

Friends of the Parade / SPONSORSHIP FEE \$1,500

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.

Float Sponsor / SPONSORSHIP FEE \$30,000

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. Maybe you'd like your employees to be center of attention on the float. We can do that! 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!

Grandstand / SPONSORSHIP FEE \$7,500

A section of the grandstand will feature large signage with your logo and brand messaging. A small section (Max: 8 seats) of the stands can be reserved for you and few friends.

SPONSORSHIP CONFIRMATION

BUSINESS NAME _____

BUSINESS ADDRESS _____

CONTACT NAME _____

CONTACT EMAIL _____

CONTACT PHONE _____

I/We will support the Parade as a _____ Sponsor.

Enclosed is my check in the amount of \$ _____ made payable to the City of Palm Springs

Festival of Lights Parade. Kindly mail your check or personally deliver it to:

Office of Special Events | 401 S. Pavilion Way | Palm Springs, CA 92262

Thank You for Your Generous Support

