



FESTIVAL OF LIGHTS PARADE

Jingle All The Way

HOLIDAY FESTIVITIES / NOVEMBER 30 - DECEMBER 3



SPONSORSHIP OPPORTUNITIES

WE'RE PLEASED TO PROVIDE THE FOLLOWING SPONSOR LEVELS AS GUIDELINES FOR YOUR PARTICIPATION:

FLOAT SPONSOR / \$30,000 sponsorship fee

- 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 / \$15,000 sponsorship fee

- 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!

GOLD JINGLE BELL SPONSOR / \$10,000 sponsorship fee

- Eight tickets will be reserved for your guests on the Parade Review Stand plus invites to the VIP Pre-Reception at the Hyatt Palm Springs Hotel. Two large banners with your logo and brand messaging will be placed on the parade route near the Review Stand.

SILVER JINGLE BELL SPONSOR / \$5,000 sponsorship fee

- Four tickets will be provided for your guests on the Review Stand plus invites to the VIP Pre-Reception at the Hyatt Hotel. One large banner with your logo and brand messaging will be placed on the parade route near the Review Stand.

COMMUNITY SPONSOR / \$3,000 sponsorship fee

- 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 / \$1,500 sponsorship fee

- 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. Two VIP seats will be reserved for you in the bleachers next to the Review Stand.

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

Veterans Day parade. Kindly mail your check or personally deliver it to:

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

Please attach your logo for the promotion of the event to jasmine.waits@palmspringsca.gov. Thank You for Your Generous Support!

