



# FESTIVAL OF LIGHTS PARADE

# It's The Most Wonderful Time Of The Year



## HOLIDAY FESTIVITIES / DECEMBER 5 - 8



### SPONSORSHIP OPPORTUNITIES

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

#### TITLE SPONSOR / \$30,000 sponsorship fee

- Engage with the community. Showcase your business on a custom holiday-themed float, or perhaps create a customized event of your choosing. Title Sponsorship covers the parade and all of the ancillary events for Festival of Lights Week.

#### 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 ORNAMENT 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 ORNAMENT 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.



### 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

*Please attach your logo for the promotion of the event to [jasmine.waits@palmspringsca.gov](mailto:jasmine.waits@palmspringsca.gov). Thank You for Your Generous Support!*

