



Pueblo Parade of Lights

503 North Main Street, Suite 652, Pueblo, Colorado 81003

2018 Parade of Lights

November 24th

Caroling in the City

Dear Pueblo Community Supporter,

For the past 28 years, the **Pueblo Parade of Lights** has signaled the beginning of the Holiday Season in Pueblo. This family-oriented event attracts more than 30,000 people from throughout Southern Colorado and hosts nearly 100 parade entries; from marching bands to theme floats.

It is with great excitement that the Parade of Lights Committee invites you to support and sponsor the 2018 **Pueblo Parade of Lights** on Saturday, November 24th. The 2018 parade theme will be “*Caroling in the City*”.

As a sponsor, your business will receive various benefits based on your sponsorship selection which could include:

- Company recognition in all Pueblo Chieftain Advertisements
- Company logo/name featured in all television spots
- Recognition in various radio spots
- Company logo/name featured on full-color Parade of Lights Posters distributed throughout Pueblo
- Name mentioned in live and taped parade coverage on Channel 19
- Recognition on the banner leading the parade
- Complimentary entry and preferred placement in the parade

A complete outline of sponsorship opportunities is enclosed with this letter. To ensure that your business receives the maximum benefits available for the sponsorship level you desire the sponsorship commitment agreement must be signed on or before **October 12th**.

Thank you, in advance, for partnering with the Pueblo Downtown Association in support of the **Parade of Lights**.

Sincerely,

Mike Carlisle

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Pueblo Parade of Lights Sponsorship Opportunities

2018 Theme- “Caroling in the City”
Saturday, November 24th

White Christmas \$2,500

- Top billing logo- recognition as co-sponsor- featuring business logo prominently displayed on all Pueblo Chieftain advertising, full color posters, television commercials (if available), mentions on all radio spots and on both the Pueblo Downtown Association Website and Pueblo Parade of Lights (full year).
- Full color business logo on Parade of Lights banner (banner leads the float entries).
- Complimentary and priority float entry and placement in Parade Line-up.
- Opportunity to provide promotional items in all Entry Kits.
- Five (5) complimentary passes for the November 15th Downtown Association Breakfast Meeting.

Deck the Halls \$1,500

- Logo inclusion on all Pueblo Chieftain advertising, full color posters, television commercials (if available) mentions on all radio spots and on both the Pueblo Downtown Association Website and Pueblo Parade of Lights (full year).
- Full color business logo on Parade of Lights banner (banner leads the float entries).
- Complimentary and priority float entry and placement in Parade Line-up.
- Opportunity to provide promotional items in all Entry Kits.
- Three (3) complimentary passes for the November 15th Downtown Association Breakfast Meeting.

Silent Night \$1,000

- Logo inclusion on all Pueblo Chieftain advertising, full color posters, television commercials (if available) mentions on all radio spots and on both the Pueblo Downtown Association Website and Pueblo Parade of Lights (full year).
- Company name on Parade of Lights Banner (banner leads the float entries).
- Complimentary and priority float entry and placement in Parade Line-up.
- Opportunity to provide promotional items in all Entry Kits.

Jingle Bells \$500

- Company name inclusion on all Pueblo Chieftain advertising, full color posters, television commercials (if available) mentions on all radio spots and on both the Pueblo Downtown Association Website and Pueblo Parade of Lights (full year).
- Complimentary and preferred float entry and placement in Parade Line-up.
- Opportunity to provide promotional items in all Entry Kits.

The Little Drummer Boy \$250

- Company name inclusion on all Pueblo Chieftain advertising and full color posters.
- Complimentary and preferred float entry and placement in Parade Line-up.
- Opportunity to provide promotional items in all Entry Kits.