

Keep the tradition alive by sponsoring the 2019 Greeley Lights the Night Holiday Parade and Grand Lighting Ceremony on Saturday, November 30th. Presented by the Greeley Area Chamber of Commerce/Visit Greeley, The Downtown Development Authority, and the City of Greeley. The parade and the lighting ceremony in its 24<sup>th</sup> year, serve as the official holiday kick-off for the City of Greeley and surrounding areas. The evening will be filled with many fun-filled events in Downtown Greeley, and it will be an evening that you will not want to miss.

As we continue an exciting and memorable event for our community, we are looking for sponsors to help make it possible. You have the opportunity to contribute to this special celebration by sponsoring a part of the festivities that bring families together, celebrate the holidays, and showcase what is great about Greeley. Sponsorship opportunities are:

**Title Sponsor:** \$2,000 donation – **NOBLE ENERGY**

- \* Your Banner will be prominently displayed at the Gazebo in Lincoln Park.
- \* Your logo will be on our beginning banner as a Title Sponsor
- \* Your logo will be on the “Over the Street” banner promoting the parade in downtown Greeley.
- \* Your company name will be listed as a sponsor in all publicity leading up to the event. Publicity is to include a combination of the following: radio, newspaper, fliers, posters, social media promotion and website presence.
- \* Logo will be displayed on electronic billboard promotion. Electronic billboard is located on highway 85 and highway 34.
- \* Your logo will be added to all sponsorship forms and entry forms.
- \* Your business name will be announced as a Title sponsor in the sponsor recognition portion of the Parade Awards Ceremony immediately following the parade.
- \* Your company will receive a complementary entry in the parade.

**Light Instillation Truck Sponsor/Park Lighting Sponsor:** \$1,800 donation

- \* Your Banner will be carried in the parade
- \* Your Banner will be prominently displayed at the Gazebo in Lincoln Park.
- \* Your company name will be listed as a sponsor in all publicity leading up to the event. Publicity is to include a combination of the following: radio, newspaper, fliers, posters, social media and website presence.
- \* Your business name will be announced as a Park Lighting sponsor in the sponsor recognition portion of the Parade Awards Ceremony immediately following the parade.
- \* Logo will be placed on the Park Lighting Sponsor banner that will be carried in the parade
- \* Your company will receive a complementary entry in the parade.

**Lighting Sponsor:** \$1,000 donation

- \* Your Banner will be carried in the parade.
- \* Your company name will be listed as a sponsor in all publicity leading up to the event. Publicity is to include a combination of the following: radio, newspaper, fliers, posters and website presence.
- \* Your business name will be announced as a Lighting sponsor in the sponsor recognition portion of the Parade Awards Ceremony immediately following the parade.
- \* Logo will be placed on the Additional Sponsor banner that will be carried in the parade
- \* Your company will receive a complementary entry in the parade.

**Santa Claus Sponsor:** \$1,000 donation

- \* Your company name will be listed as a sponsor in all publicity leading up to the event. Publicity is to include a combination of the following: radio, newspaper, fliers, posters and website presence.
- \* Your business name will be announced as the Santa Claus sponsor in the sponsor recognition portion of the Parade Awards Ceremony immediately following the parade.
- \* As the Santa Claus Sponsor, you will be able to have two of your banners on the carriage pulling Santa and Mrs. Claus.
- \* Logo will be placed on the Additional Sponsor banner that will be carried in the parade
- \* Your company will receive a complementary entry in the parade.

**Holiday Music Sponsor:** \$600 donation

- \* Your Banner will be carried in the parade
- \* Your company name will be listed as a sponsor in all publicity leading up to the event. Publicity is to include a combination of the following: radio, newspaper, fliers, posters and website presence.
- \* Your business name will be announced as a Music sponsor in the sponsor recognition portion of the Parade Awards Ceremony immediately following the parade.
- \* A banner indicating your sponsorship can be displayed on the Lincoln Park Gazebo
- \* Logo will be placed on the Additional Sponsor banner that will be carried in the parade
- \* Your company will receive a complementary entry in the parade.

**Kid Safety Zone Sponsor:** \$500 donation

- \* Your company name will be listed as the Safe Kid Zone sponsor in all publicity. Publicity is to include a combination of the following: radio, newspaper, fliers, posters, website and social media presence.
- \* Your business name will be announced as an Safe Kid Zone sponsor in the sponsor recognition portion of the Parade Awards Ceremony immediately following the parade.
- \* Logo will be placed on the Additional Sponsor banner that will be carried in the parade
- \* Your company will receive a complementary entry in the parade.

**Insurance Sponsor:** \$500 donation

- \* Your company name will be listed as the Insurance sponsor in all publicity. Publicity is to include a combination of the following: radio, newspaper, fliers, posters, website and social media presence.

- \* Your business name will be announced as an Insurance sponsor in the sponsor recognition portion of the Parade Awards Ceremony immediately following the parade.
- \* Logo will be placed on the Additional Sponsor banner that will be carried in the parade
- \* Your company will receive a complementary entry in the parade.

**Band Sponsor:** 2 available at \$300 each (\$250 will go directly to the bands)

- \* Your company name will be listed as a band sponsor in all publicity. Publicity is to include a combination of the following: radio, newspaper, fliers, posters, website and social media presence.
- \* Your business name will be announced as a Band sponsor in the sponsor recognition portion of the Parade Awards Ceremony immediately following the parade.
- \* Your banner can be carried in front of the bands (provided your business supplies the banner).
- \* Logo will be placed on the Additional Sponsor banner that will be carried in the parade
- \* Your company will receive a complementary entry in the parade.

**Judge Sponsor:** \$125 donation - **HOMEWOOD SUITES**

- \* Your company name will be listed as the judges' sponsor in all publicity. Publicity is to include a combination of the following: radio, newspaper, fliers, posters, website and social media presence.
- \* Your business name will be announced as a Judge sponsor in the sponsor recognition portion of the Parade Awards Ceremony immediately following the parade.
- \* Signage will be displayed in front of the judges table.
- \* Logo will be placed on the Additional Sponsor banner that will be carried in the parade
- \* Your company will receive a complementary entry in the parade.

**Awards Sponsor:** \$125 donation

- \* Your company name will be listed as an awards sponsor in all publicity. Publicity is to include a combination of the following: radio, newspaper, fliers, posters, website and social media presence.
- \* Your business name will be announced as the awards sponsor in the sponsor recognition portion of the parade awards ceremony immediately following the parade.
- \* Your logo will be printed on the Awards that will be distributed at the Awards Ceremony.
- \* Logo will be placed on the Additional Sponsor banner that will be carried in the parade
- \* Your company will receive a complementary entry in the parade.

**General Sponsor:** \$100 Donation

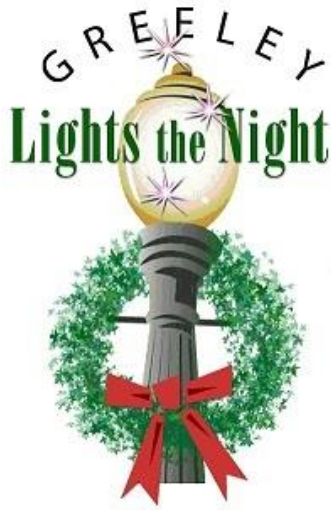
- \* Logo will be placed on the Additional Sponsor banner that will be carried in the parade

Sponsorship Opportunities	Amount	Recognized in Publicity/ Ceremony	Banner leads parade	Logo banner leads the bands	Banner at Judges Stand Outside of the Rio	Free entry in parade	Logo on banner carried along parade route	Logo on awards	Banners Placed on Santa's Carriage
Title Sponsor	\$2,000	✓	✓			✓	✓		
Light Instillation Sponsor/Park Lighting	\$1,800	✓				✓	✓		
Lighting Sponsor	\$1,000	✓				✓	✓		
Santa Sponsor	\$1,000	✓				✓	✓		✓
Music Sponsor	\$600	✓				✓	✓		
Insurance Sponsor	\$500	✓				✓	✓		
Band Sponsor	\$300	✓		✓		✓	✓		
Judge Sponsor	\$125	✓			✓	✓	✓		
Awards Sponsor	\$125	✓				✓	✓	✓	
General Sponsor	\$100	✓				✓	✓		

Sincerely,

Michelle Kempema

Chair, 2019 Greeley Lights the Night Committee



### ***2019 Greeley Lights the Night Sponsorship***

Business/Organization/Individual \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

I would like the following sponsorship level:

- ☐ Title Sponsor: \$2,000.00
- ☐ Light Truck Installation/Park Lighting Sponsor: \$1,800.00
- ☐ Lighting Sponsor : \$1,000.00
- ☐ Santa Sponsor: \$1,000.00
- ☐ Holiday Music Sponsor: \$600.00
- ☐ Insurance Sponsor: \$500.00
- ☐ Kids Safety Zone Sponsor: \$500.00
- ☐ Band Sponsor: \$300.00
- ☐ Awards Sponsor: \$125.00
- ☐ Judges Sponsor: \$125.00
- ☐ General Sponsor: \$100.00

For further information or questions, call 970.352.3567 or email

Sara Schell at [sara@visitgreeley.org](mailto:sara@visitgreeley.org)

or Michelle Kempema at [michellekempema@gmail.com](mailto:michellekempema@gmail.com)

Make checks payable to Visit Greeley.

Mail this form along with payment to:

Greeley Area Chamber of Commerce, 902 7<sup>th</sup> Avenue, Greeley, CO 80631