

New Title Sponsor Opportunity from the Downtown Management Board in 2024

The Petoskey Downtown Management Board is seeking a title sponsor for the Downtown Petoskey Holiday Parade. This 25-year-old event is being moved from its traditional Saturday evening after Thanksgiving date to the morning of the second Saturday in December beginning in 2024. It is also being given a new focus on community through its management by the Sunrise Rotary group. The goal is for the event to grow and attract more and more visitors in the coming years. If you would like to promote your business and support this family fun and traditional event, please read further. If you have questions, contact Becky Goodman, Interim Downtown Director, at becky@petoskeydowntown.com.

Downtown Petoskey Holiday Parade Title Sponsorship Agreement

- All applications for title sponsorship must be received by March 25 of the sponsorship year
- Sponsorship commitment will be for one calendar year
- Cost of the sponsorship will be \$5,000 and must be received by May 10. Qualified sponsors will be businesses that are:
 - Locally owned
 - Not franchises
 - Have a brick and mortar presence in the Petoskey area
 - And, if they are not located in Downtown, demonstrate that they are family and community oriented
 - Priority will be given to businesses that can demonstrate that they have marketing abilities that will increase attendance and improve the reputation of the Parade

Sponsor will receive:

- Tag line attached to the Parade name, as in Downtown Petoskey Holiday Parade Sponsored by(sponsor name)
- A Parade entry (a car, carriage, etc.) with a banner near the beginning of the Parade that identifies them as title sponsor
- A direct link to their website from the Parade page of the Downtown website
- Logo recognition on all posters and printed materials
- The sponsorship tag line used in the Downtown Petoskey Holiday Parade calendar listing in the Downtown Shopping Map
- A pre-parade FB live interview
- Five social media promotions in December

**Please email a message of interest to becky@petoskeydowntown.com prior to March 25.
if you would like to be considered for the chance to support the community
through this title sponsorship opportunity.**