



# Downtown Springfield Christmas Parade



2017 Sponsor Packet

December 9, 2017

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**DOWNTOWN**  
.com



# What is the Christmas Parade?

Every year, the community comes together to celebrate the holidays with the annual Christmas Parade--routing through the heart of downtown Springfield.

## Why should you sponsor?

- Get your brand in front of 10,000 attendees

Established in 1965, the Downtown Springfield Christmas Parade is a community event that draws 10,000 attendees annually from Springfield and Southwest Missouri.

- Event broadcasted by KOLR10

In addition to on-site visibility, the Downtown Springfield Christmas Parade is broadcasted by KOLR10 each year--expanding your sponsorship reach.

- Show your support for downtown

Proceeds from the parade go to the Downtown Springfield Association, an organization focused on keeping center city Springfield vibrant and a great place to live, work and play for generations to come.



# Sponsor Packages

|                           | Title-<br>\$2,500<br>SOLD | Stage-<br>\$1,500 (1x) | Square-<br>\$1,000<br>(SOLD) | Street-<br>\$750 (3x) | Barricade-<br>\$500 |
|---------------------------|---------------------------|------------------------|------------------------------|-----------------------|---------------------|
| Float                     | X                         | X                      | X                            | X                     | X                   |
| Logo on Website           | X                         | X                      | X                            | X                     | X                   |
| Social Mention(s)         | 3                         | 2<br>(Banners)         | 2<br>(Banners)               | 2<br>(Signs)          | 1                   |
| On-site Signage           | 3                         | 2                      | 1                            | 1                     | 1                   |
| Release Mention           | X                         | X                      | X                            | X                     |                     |
| Logo on Poster            | X                         | X                      | X                            |                       |                     |
| Special KOLR 10 Feature   | X                         | X                      |                              |                       |                     |
| Framed Poster             | X                         | X                      |                              |                       |                     |
| Logo on event branding    | X                         |                        |                              |                       |                     |
| Free ad in IAD newsletter | X                         |                        |                              |                       |                     |



# Title Sponsor -- SOLD

Show your company's holiday spirit by serving as the presenting sponsor of the Downtown Springfield Christmas Parade.

## \$2,500 Package Includes:

- Logo integrated into official Christmas Parade branding/theme
- “Presented by” on all marketing materials
- Prominent placement of three banners
  - Custom signage, available at no charge; upon request
- Multiple social media shout outs
  - DSA Communications manager to provide creative out-of-the-box idea
- Can run an ad with Downtown Springfield Association for a month
  - Deploys every Thursday to 3,500 subscribers
- Free float entry
- Logo included on website and poster
- Special shout out in KOLR 10's broadcast of event
- Opportunity to promote the event on Ozarks Live





# Show Wagon Stage Sponsor

Get your brand at the heart of this community event by sponsoring the main Show Wagon stage. This stage will feature the Grand Marshal, who will be announcing the floats and parade performers.

## \$1,500 Package Includes:

- Display signage prominently on the main Show Wagon
  - Up to two 4x6 free custom banners, available upon request
  - Sponsor also able to provide banners
- Multiple social media shout outs
- Have a booth on-site and float entry if desired
- Logo included on website and poster
- Brand mention in press release
- Special shout out in KOLR 10's broadcast of event





# Park Central Square Sponsor(s) -- SOLD

Get your brand in front of the 10,000 attendees by sponsoring one of the square quadrants along the parade route. Your brand will be the only sponsor featured in that quadrant. There are three areas around the square available for sponsors--**Only ONE left for 2017!**

## \$1,000 Package Includes:

- Display banner prominently in one of the corners of Park Central Square along the barricades
  - Up to two free 2x8 custom banners available, upon request
  - Sponsor able to display additional banners if provided
- Social media shout out
- Have a float entry if desired
- Logo included on website and poster
- Brand mention in press release





# Street Block Sponsor(s)

Get your brand in front of the 10,000 attendees by sponsoring one of the streets closest to the square. Your brand will be the only brand featured on the barricades for that block. There are three available spots: South (square to McDaniel), South (McDaniel to Walnut) and Park Central East (Robberson).

## \$750 Package Includes:

- Display banner prominently in one of the blocks along the barricades
  - Up to two free custom golf tee signs available, upon request
  - Sponsor able to display additional banners if provided
- Social media shout out
- Have a float entry if desired
- Logo included on website
- Brand mention in press release





## Barricade Sponsor(s)

Get your brand in front of the 10,000 attendees by sponsoring one of the barricades along the parade route. Placement will be on South street between Walnut and Pershing, or on Park Central East between Robberson and Jefferson.

### \$500 Package Includes:

- Display signage on barricades along the parade route
  - Sponsors have the option to display one banner OR two golf tee signs (one on each side of the street)
  - Sponsor to provide signage
- Social media shout out
- Free float entry
- Logo included on website







Sponsorship deadline is:  
Nov. 17, 2017



For questions or to reserve your sponsorship,  
call 417-831-6200 or email [bethany@itsalldowntown.com](mailto:bethany@itsalldowntown.com).