

# Downtown Parade of Lights

Saturday, December 16, 2023  
Armory Park, Downtown Tucson

## Sponsorship Opportunities

[www.DowntownParadeOfLights.com](http://www.DowntownParadeOfLights.com)



# Invitation

The Downtown Parade of Lights is a beloved Tucson tradition founded by community members in 1994. It is a celebration of holiday spirit and inclusive of all winter holidays, truly representing all members of our diverse community.

In 2023, the event will feature a festival with children's activities, carnival games, live music, food trucks, arts and crafts vendors, dog costume contest, and the main event - the Holiday Parade. The illuminating liveliness of the parade attracts over 15,000 attendees and more than 100 parade entries each year, showcasing the best of our community.

The parade and festival attracts young families, long-time community members, and out of town visitors. Your investment in the Parade and Festival will bring you high visibility exposure and engagement with this desirable audience, in addition to the intangible benefits you receive for supporting such a treasured holiday event. Potential sponsorship rights and benefits include logo placement in advertising, naming rights, category exclusivity, signage exposure, exhibit space, audio announcements, website presence, and VIP hospitality.

I hope you will consider supporting the Downtown Parade of Lights & Festival. Thank you for your consideration,

Brandi Haga-Blackman  
Director  
Downtown Parade of Lights & Festival





# 2022 Highlights

## **Largest holiday parade in Southern Arizona**

15,000 attendees

100+ float entries = 1,300 parade participants

## **Social Media**

1 million+ digital impressions

3K+ Facebook followers and growing

**Inclusive** of ALL winter holidays and welcoming of everyone

**\$300,000+** economic impact day-of event, with exposure to downtown businesses leading to future economic impact

## **Exposure to Hispanic Community**

Spanish-language emcee + relationship with Bustos Media

500+ parade participants representing Hispanic organizations

**Exposure** to larger Southern Arizona region through local business participation

**Community** building and appreciation through shared feeling of celebration!

**Festival** with live entertainment, activities, food trucks, dog costume contest, gift shopping, and more!



*"The Rio Nuevo District is proud to sponsor the Downtown Parade of Lights. It is a staple event for downtown and our community, bringing thousands of people together to celebrate the holidays."*

# What to Expect in 2023

**15,000+ attendees**

**100+ parade entries**

**Honorary Grand Marshal - Announced in October '23**

**Food truck court**

**Artisan and holiday vendors**

**Dog costume contest**

**Live entertainment**

**Spanish language emcee on Stone Avenue**

**Live remote by Bustos Media**

**Holiday cheer!**





# Sponsorship Opportunities

	Gold Star	Sleigh	Reindeer	Elf	Ginger Bread	Candy Cane	Christmas Lights
	\$50,000	\$35,000	\$25,000	\$10,000	\$5,000	\$2,500	\$500
Logo on website	X	X	X	X	X	X	X
Logo in social media	X	X	X	X	X	X	X
Logo on poster	X	X	X	X	X	X	X
Logo in TV ads	X	X	X	X	X	X	X
Free parade entry	X	X	X	X	X	X	X
Logo in E-Newsletter	X	X	X	X	X	X	X
On-site acknowledgement	X	X	X	X	X	X	
Booth space at festival	X	X	X	X	X	X	
GOBO logo at festival	X	X	X	X			
Mention in radio ads	X	X	X	X			
Grand Marshal float recognition	X	X	X				
Ride in Convertible	X	X	X				
Guest emcee	X	X					
Live remote logo	X	X					
Logo on swag	X						
Lead in parade with branded vehicles	X						
Guest appearance on TV/radio	X						
Logo on Google Parade Map	X						X
Logo on Parade Staging Map	X						X
Spanish Language Emcee Booth Sponsor					X		
English Language Emcee Booth Sponsor					X		
Entertainment Sponsor						X	

# Contact



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