

Downtown Parade of Lights & Festival

Saturday, December 14, 2024

Armory Park, 220 S. 6th Avenue

Sponsorship Opportunities

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.

This highly anticipated annual event features children's activities, live music, food trucks, vendors, Spanish and English-language emcees, and more. To celebrate 30 years, exciting new additions include the following:

- Working with [Blax Friday](#) to highlight African American vendors in the community
- Dog costume contest
- Free photos with Santa Claus
- Expanding festival activities to Stone Avenue

The illuminating liveliness of the parade attracts over 20,000 attendees and more than 100 parade entries each year, showcasing the best of our community. Your investment in the Parade and Festival will bring you high visibility and engagement in addition to the intangible benefits you receive for supporting such a treasured holiday event. Potential sponsorship benefits include logo placement in advertising, naming rights, category exclusivity, signage, exhibit space, audio announcements, website presence, and VIP hospitality.

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

Brandi Haga-Blackman
Director, Downtown Parade of Lights



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
On-site acknowledgement	X	X	X	X	X	X	
Festival booth space	X	X	X	X	X	X	
GOBO logo at festival	X	X	X	X	X		
Mention in radio ads	X	X	X	X			
Logo on Grand Marshal float	X	X	X				
Ride in convertible	X	X	X				
Guest emcee	X	X					
Live remote logo	X	X					
Logo on swag	X						
Logo on Google parade map	X				X		X
Logo on parade staging map	X						X
Entertainment Sponsor						X	
Spanish language emcee booth sponsor					X		
English language emcee booth sponsor					X		

Contact



Brandi Haga-Blackman

Director, Downtown Parade of Lights & Festival

(520) 661-6872

info@downtownparadeoflights.com

www.DowntownParadeOfLights.com

