



2024 SPONSORSHIP OPPORTUNITIES

VISIT Lake Geneva is proud to announce the 49th Annual Lake Geneva Electric Christmas Parade, a cherished tradition in our community on Saturday, December 7, 2024. This parade brings families and friends together to celebrate and observe the creativity and holiday excitement in the Lake Geneva area!

We are excited to invite you to become a sponsor of the Parade. We are reaching out to valued community partners like you to help make this year's parade truly special. We would love to work with you to spread holiday joy and create an unforgettable experience for everyone involved. We hope you consider joining us in making this year's Electric Christmas Parade the best one yet!

Presenting Sponsor | **SOLD**

- Sponsor mention in radio commercials aired on WLKG 96.1 FM
- Logo on Parade Poster
- Logo and Link on Parade website
- Mention in Parade social media promotion
- Emcee shout-out during Parade
- Exclusive signage on VIP Vehicles during Parade
- Complimentary run-of-site website ad for one month*
- One Exclusive Email*
- One Exclusive Facebook Post*

Silver Bells Sponsor | **\$1,000**

- Logo and Link on Parade website
- Emcee shout-out during Parade
- One Monthly Insider Email ad*
- One Exclusive Facebook Post*



(*) Refer to VISIT Lake Geneva Co-Op Program for details. Must be used by 06/30/2025



QUESTIONS?

Brie Pacey, Events Manager
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brie@visitlakegeneva.com



49TH ANNUAL LAKE GENEVA ELECTRIC CHRISTMAS PARADE 2024 SPONSORSHIP AGREEMENT

Company/Property Name _____

Contact Person _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Website _____

SPONSORSHIP LEVEL:

Presenting \$5,000

Silver \$1,000

PAYMENT TYPE:

CHECK - Make payable to VISIT Lake Geneva
and submit with this form

CREDIT CARD - We will email you a link to pay
via credit card online

Authorized Signature _____ Date _____

Print Name _____

Please return your completed Agreement
by the corresponding deadline by mail OR email.

VISIT Lake Geneva

Attn: EVENT SPONSORSHIP

527 Center St • Lake Geneva, WI 53147

OR

brie@visitlakegeneva.com



All sponsorship proceeds go toward event production, including operational and marketing expenses. VISIT Lake Geneva is a not-for-profit 501(c)6 organization. Sponsorships are not tax deductible.