



35TH ANNUAL LAKESHORE HOLIDAY PARADE

SPONSORSHIP OPPORTUNITIES

NOVEMBER 22, 2023 AT 6:30 P.M.

Help the Lakeshore communities kick off the holiday season by graciously sponsoring the annual Lakeshore Holiday Parade! With thousands in attendance and strong marketing efforts seen by many even before the parade, your sponsorship and support of this beloved tradition will be well worth it.

Presenting Sponsor

\$2,000 (Exclusive sponsorship!)

Call out on top of poster as presenting sponsor
Spotlight post on City of Manitowoc Facebook page
Large logo on the poster
Logo on Holiday Parade webpage
Recognition at the Parade Awards
Recognition on the Facebook event cover photo and description
Several social media mentions
Right of first sponsorship refusal for 2024

Cousin Eddie's Port-O-Potty Sponsor

\$1,000 (Exclusive sponsorship!)

Logo signage on all the portable restrooms
Logo on the poster
Logo on Holiday Parade webpage
Spotlight on City of Manitowoc Facebook page
Recognition at the Parade Awards

Santa Reception Sponsor

\$1,000 (Exclusive sponsorship!)

Company logo on the label of wrapped cookies handed out at Rahr-West Art Museum
Logo at Rahr-West Santa and snack stations
Logo on the poster
Logo on Holiday Parade webpage
Spotlight on City of Manitowoc Facebook page
Recognition at the Parade Awards

Sensory Sensitive Zone Sponsor

\$750 (Exclusive sponsorship!)

Logo on banner at Sensory Sensitive Zone
Logo on the poster
Logo on Holiday Parade webpage
Spotlight on City of Manitowoc Facebook page
Recognition at the Parade Awards
Parade Marshal Sponsor
\$750 (Exclusive sponsorship!)
Company name and logo on Parade Marshal Car
Logo on the poster advertising
Logo on Holiday Parade webpage
Spotlight on City of Manitowoc Facebook page
Recognition at the Parade Awards

Trophy Tidings Sponsor

\$300 (2 available)

Company name on poster
Logo on Holiday Parade website
Spotlight on City of Manitowoc Facebook page
Recognition at the Parade Awards

Hot Chocolate & Cookies Sponsor

\$1,000 (New & exclusive sponsorship!)

Company logo on the label of wrapped cookies handed out at Visit Manitowoc
Logo on sign by hot chocolate station at Visit Manitowoc
Logo on door at Visit Manitowoc
Logo on the poster
Logo on Holiday Parade webpage
Spotlight on City of Manitowoc Facebook page
Recognition at the Parade Awards

Parade Judging Sponsor

\$1,000 (Exclusive sponsorship!)

Optional spot on the judges panel
Logo on the poster
Logo on Holiday Parade webpage
Spotlight on City of Manitowoc Facebook page
Recognition at the Parade Awards

Parade Marshal Sponsor

\$750 (Exclusive sponsorship!)

Logo on signage on side of marshal car
Logo on the poster
Logo on Holiday Parade webpage
Spotlight on City of Manitowoc Facebook page
Recognition at the Parade Awards

Marching Band Sponsor

\$500 (Exclusive sponsorship!)

Logo on the poster
Logo on Holiday Parade webpage
Spotlight on City of Manitowoc Facebook page
Recognition at the Parade Awards

Entertainment Sponsor

\$500 (5 available)

Logo on the poster
Logo on Holiday Parade webpage
Spotlight on City of Manitowoc Facebook page
Recognition at the Parade Awards

Shining Star

\$250 (Unlimited)

Company name on poster
Listed on Holiday Parade webpage
Mentioned on City of Manitowoc Facebook page

Santa's Little Helper

\$100 (Unlimited)

Listed on Holiday Parade webpage
Mentioned on City of Manitowoc Facebook page