



# 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

### 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  
**OUT OF STOCK**  
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

### Santa Reception Sponsor

**\$500 (Exclusive sponsorship!)**

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

### 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