Winter Wonderland Holiday Parade Sponsorship Opportunities



Thursday, November 19, 2026 • 6:15pm • Downtown Oshkosh

Organization/Business

Contact

Address:

( )

Phone

Email

Sponsorship Opportunities

☒ **Holiday Parade Title Sponsorship** • $5,000 SOLD!
☐ **Balloon Sponsorships** • $2,500
☒ **Santa Sponsorship** • $1,500 SOLD!
☐ **Gold Sponsorship** • $1,000
☐ **Silver Sponsorship** • $500

Signature Date

Important Details

- Return this form and your check *(payable to Downtown Oshkosh, Inc.)* to the Downtown Oshkosh office ***by Friday, October 20, 2026.***
- Email your logo (in vector format) to rachel@discoveroshkosh.com.
- If your sponsorship package includes a parade entry, email us to confirm whether you plan to use your entry (or entries) in the parade.

Downtown Oshkosh, Inc.
100 N Main St Suite 112, Oshkosh, WI 54901
920-303-9200 ext. 101 | rachel@discoveroshkosh.com
Rachel Molash, *Program Coordinator*

Holiday Parade Title Sponsor SOLD!

Title sponsor of the Holiday Parade, with first right of refusal for the following year's sponsorship

- Logo in a full-page Oshkosh Herald Ad
- Logo on social media, website and e-news
- Logo on posters
- Logo on our coloring/letters to Santa sheet (tentative)
- Recognition on Community Access TV
- Banner recognition during the parade; including a featured banner to kick off the parade
- Access to VIP bleachers

Parade Balloon Sponsor • $2,500

(multiple available)

Individual balloon sponsorship

- Logo in a full-page Oshkosh Herald Ad
- Logo on social media, website and e-news
- Logo on posters
- Complimentary parade entry
- Recognition on Community Access TV
- Banner recognition during the parade

Santa Sponsor • 1,500 SOLD!

(1 available)

Santa's Horse & Carriage Sponsorship

- Logo on social media, website and e-news
- Logo on posters
- Complimentary parade entry
- Recognition on Community Access TV
- Banner recognition during the parade

Gold Sponsor • $1,000

Sponsorship of a specific parade entry (e.g., Rocket Cycles)

OR

Band Sponsorship: 4 total available (ONHS, OWHS, Lourdes, OACB)

- Logo on social media, website and e-news
- Logo on posters
- Complimentary parade entry
- Recognition on Community Access TV
- Banner recognition during the parade

Silver Sponsor • $500

One parade banner will feature all Silver Sponsors

- Logo on social media, website and e-news
- Logo on posters
- Complimentary parade entry
- Recognition on Community Access TV