



Town of Parker's Christmas Carriage Parade

One of Parker's staple events, the Christmas Carriage Parade not only features a spectacular all-equestrian procession but it also delights event-goers with a holiday market, pony rides and petting zoo, ice sculpting and, of course, photos with Santa! Sponsoring a Town event is a wonderful way to support the community while promoting your business or organization. *Some sponsorship opportunities are limited and are named on a first-come, first-served basis.*

 **Estimated Total Attendance**
6,000+ spectators

December 10, 2016
Noon - Downtown Parker

Sponsor Benefits

Sponsorship commitments are due by Oct. 10, 2016

	Presenting Sponsor \$5,000 (Exclusive)	Santa Sponsor \$3,000 (Exclusive)	Ice Sculpture Sponsor \$2,000 (Only 2)	Petting Zoo/ Pony Ride Sponsor \$1,500 (Only 2)	Elf Sponsor \$1,250	Candy Cane Sponsor \$1,000	Snowflake Sponsor \$500
Logo on event posters and web page	■	■	■	■	■	■	Name
Name in all event press releases, e-mail blasts, social media posts and Talk of the Town newsletter	■	■	■	■	■	■	■
Sponsorship recognition on event programs	■	■	■	■	■	■	Name
Name announcements during the event	■	■	■	■	■	■	
Booth rights at event	■	■	■	■	■		
Sign/banner (provided by sponsor) at specific venue	■	■	■	■			
Logo with link to website on event web page	■	■	■	■			
Logo in an ice sculpture	■						
Exclusive Presenting Sponsor for event. Name listed as The Town of Parker invites you to the Christmas Carriage Parade presented by (Sponsor)	■						
One of the most prominent sponsor logos on event promotional materials and event web page	■						
Entry in parade at the front after Color Guard and Grand Marshal	■						
Opening and closing name mention announcement at the event.	■						
Exclusive Santa Sponsor with name announced in association with bringing Santa to Town and Sign/banner (provided by sponsor) on Santa's carriage in the parade		■					

Contact Brooke Spain at sponsorship@parkeronline.org or call 303.805.3253 to become an event sponsor! Visit ParkerOnline.org/CarriageParade for more information.





Town of Parker Holiday Events

In addition to the popular Christmas Carriage Parade, Parker provides holiday cheer all season long with the Mayor's Holiday Lighting and Holiday Carriage Rides! Like many Town events, these activities are FREE to enjoy.

Mayor's Holiday Lighting Kick-off the holiday season with a sing-a-long of Silent Night before the grand park lighting held on the Friday after Thanksgiving
Nov. 25, 2016
 O'Brien Park

Presenting Sponsor - \$3,000 (two only)

- Presenting sponsor for the 2016 event
- Name listed within event title (i.e. Mayor's Holiday Lighting with ABC, inc.)
- Logo with link to website on event web page
- Name in all event press releases, including Parker's Talk of the Town newsletter
- Booth rights at event
- Banner (provided by sponsor) on stage
- Name mention with event on Town's Facebook page
- Opening and closing mention in announcements at the event

Holiday Carriage Rides

Following the Mayor's Holiday Lighting and each Saturday between Thanksgiving and Christmas
 4:30-8:30 p.m. - Downtown Parker (Lighting night 6:30 - 8:30 p.m.)

\$1,500 - banner on one carriage, ALL five nights

- Banner(s) (sponsor provided) on one carriage
- Logo with link to website on event web page
- Name in all event press releases, including Parker's Talk of the Town newsletter
- Name mention with event on Town's Facebook page

 **Estimated Total Attendance**
5,000+ spectators

Hurry! These limited opportunities will be given on a first-come, first-served basis.

 **Estimated Total Attendance**
2,500+ participants

Contact Brooke Spain at sponsorship@parkeronline.org or call 303.805.3253 to become an event sponsor! Visit ParkerOnline.org/Events for more information.



Town of Parker's Holiday Events Downtown Parker

Sponsor Commitment Form

Please complete the sponsor commitment form and return to:

Brooke Spain, Special Events & Sponsorship Coordinator

Town of Parker, 20120 E. Mainstreet, Parker, CO 80138

Ph: 303.805.3253 Fax: 303.805.3153 Email: bspain@parkeronline.org

Commitment Deadline: Oct. 12

Business/Organization Name: _____

Contact Name: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____

E-mail Address: _____

Business Web Site (if applicable): _____

Christmas Carriage Parade

- Presenting Sponsor: \$5,000 (Exclusive) (sold) Santa Sponsor: \$3,000 (Exclusive) (Sold) Ice Sculpture Sponsor: \$2,000 (2)
 Petting Zoo Sponsor: \$1,500 (2) Elf Sponsor: \$1,200 Candy Cane Sponsor: \$1,000
 Snow Flake Sponsor: \$500

Mayor's Holiday Lighting

- Holiday Lighting Presenting Sponsor: \$3,000 (2) (1 available)

Holiday Carriage Rides

- Banner Sponsor: \$1,500 (4) (2 Available)

Credit card payment (Visa and MasterCard accepted), call Brooke at 303.805.3253 to provide card information

Check enclosed for \$ _____ (payable to the Town of Parker)

Please invoice me \$ _____

*Thank you for your support in making this
community event possible!*

I have read and fully understand the parameters of this contract.

Signature (required) _____ Date: _____

