



Parade of Lights



DOWNTOWN ODESSA PARADE OF LIGHTS

Title Sponsorship

\$4000.00

Exclusivity-As prominent presenting sponsor you receive exclusivity within your industry's category at this sponsorship level and first right of refusal for 2019 Downtown Odessa Parade of Lights.

Media, Print, & Web Promotions – Logo and name recognition of your brand in the television, radio, social media, parade website and newspaper campaigns. This includes promotional advertising in local area's major media outlets and on the parade applications.

Parade Banner - Name recognition on custom banner in front of parade held by sponsor staff.

Judge - Name recognition of participant from your company engaged in the parade as a judge for the floats.

Sponsorship

\$3000.00

Social Media & Web Promotions – Logo and name recognition of your brand in the social media campaign along with logo on parade website.

Judge - Name recognition of participant from your company engaged in the parade as a judge for the floats.

Float Sponsorship

\$1500.00

Web Promotions – Logo and name recognition of your brand on parade website.

Judge - Name recognition of participant from your company engaged in the parade as a judge for the floats.