



# COMMUNITY DEVELOPMENT



Thousands of spectators line the streets of Gallatin to enjoy the sights and sounds of the holiday season. Local businesses are invited to participate in a festive community event while having a chance to market and promote to one of Gallatin's largest audiences.

## TITLE SPONSOR | \$2,000

- LISTED AS THE TITLE SPONSOR
- PRIME LINE-UP LOCATION AT THE START OF THE PARADE
- PARADE ENTRY WAIVED
- LOGO ON PARADE BANNER AND LISTED AS "PRESENTED BY"
- LOGO ON ALL EVENT MARKETING COLLATERAL



Primrose School  
of Gallatin

## SANTA - OR - GRAND MARSHAL SPONSOR (1 EA.) | \$1,000

- EACH SPONSORSHIP IS EXCLUSIVE
- YOUR FLOAT WILL CARRY EITHER SANTA OR GRAND MARSHAL - MUST PROVIDE FLOAT
- PARADE ENTRY FEE WAIVED
- LOGO ON PARADE BANNER
- LOGO ON ALL EVENT MARKETING COLLATERAL



## VIEWING LOCATION SPONSOR | \$750

- LIMITED TO TWO SPONSORS (EXCLUSIVE TO INDUSTRY)
- BANNER WITH LOGO AT YOUR CHOICE OF VIEWING LOCATION
- POST-PARADE PROMO VIDEO TO ANNOUNCE WINNER AT YOUR BUSINESS LOCATION
- LOGO ON ALL EVENT MARKETING COLLATERAL

## LIVESTREAM SPONSOR | \$500

- LIMITED TO TWO SPONSORS (EXCLUSIVE TO INDUSTRY)
- LOGO ON LIVESTREAM
- LOGO ON ALL EVENT MARKETING COLLATERAL



## HOLLY JOLLY SPONSOR | \$250

- LIMITED TO SIX SPOTS
- PARADE ENTRY WAIVED
- LOGO ON BANNER
- LOGO ON ALL EVENT MARKETING COLLATERAL