



2024 Sponsorship Opportunities

From a spark of hope in 1985, "Holidays in the City" has ignited a decades-long tradition of holiday magic in Downtown Norfolk. Born from a small group of volunteers and fueled by community pride, this beloved program has transformed the Downtown core into a must-see destination, brimming with festive lights and cherished memories. By partnering with us, your company can be a part of this inspiring legacy, supporting events and activations that bring families together, fostering local businesses, strengthening community ties, and making a positive impact on Downtown Norfolk.

For inquiries regarding custom sponsorship opportunities, or if you have any questions, please reach out to Emily Shield at eshield@downtownnorfolk.org or by calling (757) 452-6594.

Brand Recognition: Banner with parade unit and logo featured on parade website.

Parade Unit: Carrying a balloon is a fun and unique team building opportunity.

Balloon sponsorship starts at \$2,500.

Balloon

Brand Recognition: Logo featured on parade website and brand announcement to 80k+ at parade. Plus one branded bleacher for up to 50 guests.

Celebrate with 10: Treat 10 guests to the post-parade Cider Party.

\$1,500

Brand Recognition: Logo featured on parade website, holiday emails, print ad, dedicated post and parade sponsor post on social media, lead parade banner, livestream lower-thirds with stream interview segment, recognition in radio ads, television ads, and announced to 80k+ at parade plus 2 branded bleachers for 100 guests. Optional on-site presence available.

Parade Unit: Waived entry and walking banner with unit.

Celebrate with 20: Treat 20 guests to the reserved VIP area and the post-parade Cider Party

\$15,000

Brand Recognition: Logo featured on parade website, holiday emails, print ad, dedicated post and parade sponsor post on social media, and brand announcement to 80k+ at parade plus a branded bleachers for 50 guests. Optional on-site presence available.

Parade Unit: Waived entry and walking banner with unit.

Celebrate with 20: Treat 20 guests to the reserved VIP area and the post-parade Cider Party.

\$7,500

Brand Recognition: Logo featured on parade website, holiday emails, print ad and sponsor post on social media plus brand announcement to 80k+ at parade. Optional on-site presence available.

Celebrate with 10: Treat 10 guests to the reserved VIP area and the post-parade Cider Party.

\$5,000

Brand Recognition: Logo featured on parade website and sponsor post on social media plus brand announcement to 80k+ at parade.

Celebrate with 10: Treat 10 guests to the reserved VIP area and the post-parade Cider Party.

\$3,000

Holidays in the City Statistics

38th Annual
Downtown Norfolk Grand
Illumination Parade is
November 23, 2024



80K
Parade
Attendees



Downtown
Norfolk
Social Media
Followers

f 31,397
@ 31,106
in 1,290



12 Cities
REPRESENTED DURING
THE 2023 PARADE
Butler, PA
Chesapeake
Eastville
Hampton
Newport News
Norfolk
Portsmouth
Suffolk
Virginia Beach
Washington, DC
Windsor
Woodbridge

1.1 million
visitors
during
Holidays in
the City



318,000
DowntownNorfolk.org
website views

Email
Subscribers
5,800

10,000
Holiday Experience Maps





Sponsorship Perks	\$15,000	\$7,500	\$5,000	\$3,000	\$1,500
	<i>Valued over \$45,000</i>	<i>Valued over \$28,000</i>	<i>Valued over \$17,000</i>	<i>Valued over \$12,000</i>	<i>Valued over \$5,000</i>
Logo and link on Holidays in the City pages on DowntownNorfolk.org	❄️	❄️	❄️	❄️	❄️
Logo and link in five (5) HIC emails	❄️	❄️	❄️		
Two (2) Social Media posts thanking HIC sponsors	❄️	❄️	❄️	❄️	
One (1) unique social post or giveaway	❄️	❄️			
Logo on VEER Magazine ad	❄️	❄️	❄️		
Logo on Holiday Experience Maps	❄️	❄️	❄️		
Recognition in TV and Radio advertising	❄️				
30-second interview during Parade Livestream	❄️				
Logo on Parade Livestream lower thirds	❄️				
Potential for on-site presence (10x10 tent or similar)	❄️	❄️	❄️		
Logo recognition on Lead Parade Banner	❄️				
Static Sponsor Banner along Parade Route	❄️	❄️			❄️
Waived entry fee for Parade Unit	❄️	❄️	❄️		
In-parade banner with unit	❄️	❄️	❄️		
50-person bleacher(s)	2	1			1
Pre-Parade Announcements	4	4	3	2	1
VIP Party Tickets Cider Party Tickets	20 VIP 20 Cider	20 VIP 20 Cider	10 VIP 10 Cider	10 VIP 10 Cider	10 Cider