



Ballon Sponsor:

- Logo and link on Holidays in the City pages on DowntownNorfolk.org
- Banner with parade unit
- Carrying a balloon is a fun unique team building opportunity.
- One pre-parade announcement
- **Ballon Sponsorship starts at \$2,500.**

Bleacher Sponsor:

- Logo and link on Holidays in the City pages on DowntownNorfolk.org
- One bleacher unit seating up to 50 guests
- Banner on bleacher unit
- One pre-parade announcement
- **Bleacher Sponsorship starts at \$1,750**

Sponsorship Levels

Presenting
\$20,000

Contributing
\$7,500

Patron
\$3,000

Friend
\$1000

Sponsor Benefits

Logo include in official GIP and HIC logos for the year



Logo and link in five (5) HIC emails



Logo and link on Holidays in the City pages on DowntownNorfolk.org



One (1) unique social post



Inclusion in group sponsor social media posts (2)



Logo on Holiday Experience Maps



30-second interview during Parade



Livestream lower thirds



Potential for on-site presence (10x10 tent or similar)



Logo recognition on lead parade banner



Logo inclusion in all digital, print, or other advertising



Waived entry fee for Parade Unit



In-parade banner with Parade Unit



Static banner along parade route

4

2

1

1

Bleacher unit seating up to 50 guests with static banner

2

1



Pre-Parade Announcements

4

4

2



Tickets for reserved VIP area

20

20

10

4

Cider Party Tickets

20

20

10

4

Transforming Downtown into a holiday destination for over 40 years. With events such as the Grand Illumination Parade and Holiday activations downtown.

Ready to make the magic happen?
Email Paul Rice at price@downtownnorfolk.org