



Sponsorship Application (Deadline **October 2nd** to be included in advertising)

_____ I want to be the \$5000 **Exclusive Parade** Sponsor!
___ My check for \$5000 is enclosed
___ Yes, sign us up for the complimentary parade entry with premium placement
___ My logo and banner are being sent to you
___ I choose tree lights OR wreath (circle the word tree lights OR wreath)

_____ I want to be the \$2500 **Exclusive Acts of Kindness** Sponsor!
___ My check for \$2500 is enclosed
___ Yes, sign us up for the complimentary parade entry with premium placement
___ I choose tree lights OR wreath (circle the word tree lights OR wreath)

_____ I want to be a \$1000 **“Walking in a Winter Wonderland”** Sponsor!
___ My check for \$1000 is enclosed.
___ Yes, sign us up for the complimentary parade entry with premium placement
___ Yes, I will provide my banner for display in the event area

_____ I want to be the **Exclusive “Pictures with Santa Area”** Sponsor!
___ My check for \$750 is enclosed.

_____ I want to be the **Exclusive “Decorate-A-Tree Area”** Sponsor!
___ My check for \$750 is enclosed.

_____ I want to be a \$500 **“Sleigh Bells”** Sponsor!
___ Yes, I will provide my banner for display in the event area

_____ I want to be a \$250 **“Snowman”** Sponsor!

_____ I want to be a **“Costume Character”** Sponsor!
___ My check for \$150 is enclosed.

Company Name _____
Contact _____
Email _____ Phone _____
Address _____
City/State/Zip _____

MAIL the completed form, along with your check to:
Hollister Downtown Association, 514 Monterey Street, Hollister, CA 95023 or EMAIL to:
marketing@downtownhollister.org. Invoices will be sent upon request. Credit cards are accepted.



Sponsorship Opportunities

Deadline October 2nd to be included in all advertising

Parade Sponsor: \$5,000 (Exclusive) – SOLD!

The Annual Lights On Celebration is a wonderful family-friendly, community event that brings up to 10,000 people to downtown. Over the years, the event has grown exponentially and is the official kick off to the holiday season!

1. Company logo on print/web/social media event advertising (10,000+ visuals) and logo on Event Program cover inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspaper: (24,000+ visuals)
2. Complimentary entry fee in the parade (\$100 value) with premium lineup placement or banner carried by elves in parade.
3. Complimentary downtown tree light or wreath sponsor (\$50 value)
4. Company name announced as the presenting Parade Sponsor prior to and during the parade (est. 10,000 attendees)
5. Company logo and link in HDA's weekly e-blast (900+ viewers weekly) and social media promotion
6. Company logo and link on the HDA's website with event photos until April 2018 (60,000+ views)

Acts of Kindness Sponsor: \$2,500 (Exclusive)

The Acts of Kindness Program brings the story of Jaime the Elf and her Acts of Kindness to our community. The Jaime the Elf Story was written by local author, Kathleen Sheridan, to encourage children to be kind and that their kindness can help light up downtown Hollister. Jaime the Elf leads the Lights On Celebration parade.

1. Sponsorship of the Jaime the Elf's Official Elf Badge Program giving area Boy Scouts and Girl Scouts the opportunity to earn their Official Elf Badge patch for completing a pre-determined number of activities by age level.
2. Company logo on print/web/social media advertising (10,000+ visuals) and logo on Event Program cover inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspaper: (24,000+ visuals)
3. Complimentary downtown tree light or wreath sponsor (\$50 value)
4. Company name announced as the Acts of Kindness sponsor prior to & during the parade (est. 10,000 attendees)
5. Company logo and link in HDA's weekly e-blast (900+ viewers weekly) and social media promotion
6. Company logo and link on the HDA's website with event photos until April 2018 (60,000+ views)
7. Corporate level membership (\$600 value) is included with this level. It includes the following benefits: Your full color logo is included in your listing in our Membership Directory, Free Quarterly Breakfast attendance for your appointed representative and access to all social and educational events.

Walking in a Winter Wonderland Sponsor: \$1,000

The Lights On Celebration is celebrating its 27th Anniversary. Help us ensure that it continues to delight children and adults of all ages. It is a wonderful family-friendly, admission free community tradition that kicks off the holiday season. Over 85+ entries are expected in the parade and up to 10,000 people come downtown to celebrate. It is the first appearance of Santa and Mrs. Claus!

1. Company logo on print/web/social media advertising (10,000+ visuals) and logo on Event Program cover inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspaper: (24,000+ visuals)
2. Complimentary entry fee in the parade with premium placement (\$1000 value)
3. Company provided banner displayed in the event area
4. Complimentary downtown tree light or wreath sponsor (\$50 value)
5. Company logo announced as Walking in a Winter Wonderland Sponsor prior to the parade (est. 10,000 attendees)
6. Company logo on HDA's weekly e-blast (900+ viewers weekly) and social media promotion
7. Company logo on the HDA's website with event photos until April 2018 (60,000+ views)

Media Sponsor: \$1,000

1. Company name in Event Program inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspapers (24,000+ visuals)
2. Company provided banner displayed in the event area
3. Company name announced as Media Sponsor prior to the parade (est. 10,000 attendees)
4. Company name in HDA's weekly e-blast (800+ viewers weekly) and social media promotion
5. Company name on the HDA's website with event photos until April 2018 (60,000+ views)

Pictures with Santa Area Sponsor: \$750 (Exclusive)

The arrival of Santa and Mrs. Claus is the high point of the parade for the children and getting their picture taken with Santa and Mrs. Claus is the "star on the tree"!

1. Company name acknowledged with signage in the Pictures with Santa area
2. Company name in Event Program inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspaper: (24,000+ visuals)
3. Company name announced as Pictures with Santa Area Sponsor prior to and after the parade (est. 10,000 attendees)
4. Company name in HDA's weekly e-blast (900+ viewers weekly) and social media promotion
5. Company name on the HDA's website with event photos until April 2018 (60,000+ views)

Decorate-A-Tree Area Sponsor: \$750 (Exclusive)

The Decorate-A-Tree Area will be located on the Plaza at Veteran's Memorial Building this year and will feature 30+ trees decorated by local non-profits and businesses. The trees are donated by Bourdet's Tree Farm. The decorated trees will be donated to local families in need.

1. Company name acknowledged with signage in the Decorate-A-Tree Area along with the Decorate-A-Tree story.
2. Company name in Event Program inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspaper: (24,000+ visuals)
3. Company name announced as Decorate-A-Tree Area Sponsor prior to and after the parade (est. 10,000 attendees)
4. Company name in HDA's weekly e-blast (900+ viewers weekly) and social media promotion
5. Company name on the HDA's website with event photos until April 2018 (60,000+ views)

Sleigh Bells Sponsor: \$500

Lights On Celebration will feature a Car Display featuring this year's Street Festival winners for car club with most participation, Central Coast Muscle Car Classics. The car display will be on the west side Seventh Street from 10:00-2:00pm.

1. Company name in Event Program inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspapers (24,000+ visuals)
2. Company name announced as Sleigh Bells Sponsor prior to the parade (est. 10,000 attendees)
3. Company name in HDA's weekly e-blast (900+ viewers weekly) and social media promotion
4. Company name on the HDA's website with event photos until April 2018 (60,000+ views)

Snowman Sponsor: \$250

Help support our digital efforts to bring this all day, family friendly event to downtown.

1. Company name on all digital event advertising and promotion
2. Company name announced as Snowman Sponsor prior to the parade (est. 10,000 attendees)
3. Company name in HDA's weekly e-blast (900+ viewers weekly) and social media promotion
4. Company name on the HDA's website with event photos until April 2018 (60,000+ views)

Costume Character Sponsor: \$150 per character (3 available – Characters TBD)

The costume characters, such as Curious George, are a big hit with the little ones as well as the child in all of us.

1. Company name acknowledged on the convertible vehicle with the character riding in the parade
2. Name in Event Program inserted into the *Free Lance*, *Morgan Hill Times*, and *Gilroy Dispatch* newspaper: (24,000+ visuals)
3. Company name announced as the (Character Specific) Sponsor prior to the parade (est. 10,000 attendees)

Downtown Lighted Tree or Wreath Sponsor: \$50 each or 2 for \$90

Help us to light up San Benito Street with your sponsorship of a lighted tree or wreath! Your name will be engraved onto a reusable tag and displayed in the tree or wreath of your choice. (pending availability)