



Sponsorship Opportunities

Please return by November 1, 2023, to be included in all advertising.

Premier Parade Sponsor: \$5,000 (Exclusive-1 Sponsorship available)

The Lights On Celebration is celebrating its 33rd Anniversary! It is a wonderful family-friendly and admission-free community tradition right in the heart of Downtown Hollister! Over the years, the event has grown exponentially and is the official kick off to the holiday season! Help us ensure that it continues to delight children and adults of all ages. It is the first appearance of Santa and Mrs. Claus!

- Company logo on print/web/social media event advertising (10,000+ visuals).
- Complimentary entry fee in the parade (\$150 value).
- HDA provided banner with Company's logo to be displayed during the Lights On Celebration Parade.
- Company provided banner displayed in the Downtown area.
- Complimentary Downtown wreath sponsor (\$50 value).
- Company logo and link in HDA's weekly e-blast (900+ viewers weekly) and social media promotion.
- Company logo and link on the HDA's website with event photos until April 2024 (20,000+ views).
- **New for 2023--** Company logo displayed on the HDA's Lights On Celebration Parade pole banners in Downtown Hollister

Holiday Boutique Sponsor: \$1,500 (Exclusive-1 Sponsorship available)

- Company logo on print/web/social media event advertising (10,000+ visuals).
- Complimentary entry fee in the parade (\$150 value).
- HDA provided banner with Company's logo to be displayed during the Lights On Celebration 2 Holiday Boutique
- Company provided banner displayed in the Downtown area.
- Complimentary Downtown wreath sponsor (\$50 value).
- Company logo and link in HDA's weekly e-blast (900+ viewers weekly) and social media promotion.
- Company logo and link on the HDA's website with event photos until April 2024 (20,000+ views).
- **New for 2023--** Company logo displayed on the HDA's Lights On Celebration Parade pole banners in Downtown Hollister

Christmas Traditions Sponsor: \$1,000

- Company logo on print/web/social media advertising (10,000+ visuals).
- Complimentary entry fee in the parade (\$150 value).
- Company provided banner displayed in the Downtown area.
- Company logo on HDA's weekly e-blast (900+ viewers weekly) and social media promotion.
- Company logo on the HDA's website with event photos until April 2024 (20,000+ views).
- Complimentary downtown Wreath Sponsor (\$50 value)
- **New for 2023--** Company logo displayed on the HDA's Lights On Celebration Parade pole banners in Downtown Hollister

Santa's Sleigh Sponsor: \$500

- Company name in Event Program.
- Company name on all digital advertising and promotion.
- Company name in HDA's weekly e-blast (900+ viewers weekly) and social media promotion.
- Company on the HDA's website with event photos until April 2024 (20,000+ views).

Jaime the Elf Book Sponsor: \$250

- Company name on all digital event advertising and promotion.
- Company name displayed on Jamie the Elf Book being donated to local schools.
- Company name in HDA's weekly e-blast (900+ viewers weekly) and social media promotion.
- Company name on the HDA's website with event photos until April 2024 (20,000+ views).

Costume Character Sponsor: \$150 per character

- Name in Event Program.



Lights On Celebration-Sat., November 25, 2023

Sponsorship Application (Due November 1, 2023, to be included in advertising)

_____ I want to be the \$5000 Exclusive "Premier Parade" Sponsor! (1 available)

- ___ My check for \$5000 is enclosed.
___ Yes, sign us up for the complimentary parade entry.
___ Yes, please include our logo in a HDA pole banner in downtown.
___ My logo and banner are being sent to you.
___ I choose to have a wreath.

_____ I want to be a \$1500 Exclusive "Holiday Boutique" Sponsor! (1 available)

- ___ My check for \$1500 is enclosed.
___ Yes, sign us up for the complimentary parade entry.
___ Yes, please include our logo in a HDA pole banner in downtown.
___ Yes, I will provide my banner for display in the Downtown area.
___ I choose to have a wreath.



_____ I want to be a \$1000 "Christmas Traditions" Sponsor!

- ___ My check for \$1000 is enclosed.
___ Yes, sign us up for the complimentary parade entry.
___ Yes, please include our logo in a HDA pole banner in downtown.
___ Yes, I will provide my banner for display in the Downtown area.
___ I choose to have a wreath.

_____ I want to be the Exclusive "Decorate-A-Tree Area" Sponsor! (1 available)

- ___ My check for \$750 is enclosed.

_____ I want to be a "Santa's Sleigh" Sponsor!

- ___ My check for \$500 is enclosed.

_____ I want to be a \$250 "Jaime the Elf Book" 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, 535 San Benito Street, Hollister, CA 95023 or EMAIL to: development@downtownhollister.org. Invoices will be sent upon request. Credit cards are gladly accepted.