



Downtown
Denver
Partnership

9NEWS Parade of Lights

Saturday, Dec 2nd at 6:00pm

9NEWS 

Parade OF
LIGHTS

Presented by



PROGRAM CONTACT:

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2023 SPONSORSHIP OPPORTUNITIES

The Downtown Denver Partnership hosts the annual 9NEWS Parade of Lights, Colorado's brightest holiday tradition! The spectacle features over 40 parade units including floats, balloons, marching bands, and cultural groups that weave through the streets of downtown at 6:00pm on Saturday, December 2, 2023.

The Parade of Lights is produced by Downtown Denver Events, Inc. (DDE). DDE is the Downtown Denver Partnership family's community events non-profit organization that organizes public parades, festivals, concerts, exhibits and other events to enhance the vitality of downtown Denver and to celebrate, encourage, foster and promote cultural diversity, community pride and appreciation for the visual and performing arts.

The Parade of Lights has been bringing smiles and holiday cheer to hundreds of thousands of families for more than four decades. The parade showcases the best of Denver and celebrates the cultures that make up the community. This free two-mile parade is at the heart of family traditions, new and old memories and a vibrant downtown celebrating the kickoff to the holiday season.

REACH AND VISIBILITY

The Parade of Lights reaches a broad audience via the live parade, telecast and online streaming, social media, and the Parade website. The reach from the 2022 parade included:

- 200,000+ pedestrians Downtown along the route on Parade night
- 305+ pedestrians Downtown on Parade Day
- 170k+ viewers across live telecast and online
- 42.7k+ Instagram Fans
- 8,500+ Facebook Fans
- 96,000+ Website Visitors

PRESENTING SPONSOR - \$85,000

SOLD OUT FOR 2023 EVENT!

- Top-Level Presenting Sponsor status for the Parade of Lights
- Your company name/ logo will receive marquee status with the event name, (e.g. "9NEWS Parade of Lights presented by American Furniture Warehouse, Intermountain Health and YOUR COMPANY")
- Company name will appear on the 9News Telecast on Event Sponsor screen
- Company name will be mentioned by the 9News Talent during the live telecast of the Parade of Lights
- Right to exclusive period of negotiation to renew sponsorship for 2024 event or option for multi-year agreement to provide strategic implementation of sponsorship benefits
- Recognition in a dedicated social media post prior to the event
- 1st position placement of sponsor logo on event website and all event materials.
- Rights to Parade of Lights marks and logos for the 2023 parade
- Company name mentioned and tagged when promoting the Parade of Lights in 2023

MARCHING BAND SPONSOR - \$30,000**ONE AVAILABLE**

- Supporting Sponsor status for the Parade of Lights
- High profile exposure and positive presence to an audience of live parade spectators and telecast viewers
- Your company name/ logo will be recognized as the presenter of all of the parade's marching bands (e.g. "MARCHING BAND presented by YOUR COMPANY")
- Company name will be mentioned by the 9News Talent during the live telecast of the Parade of Lights
- Right to exclusive period of negotiation to renew sponsorship for 2024 event or option for multi-year agreement to provide strategic implementation of sponsorship benefits.
- Recognition in a group social media post prior to the event.
- 2nd position placement of sponsor logo on event website and all event materials.
- Rights to Parade of Lights marks and logos for the 2023 parade.
- Company name mentioned and tagged when promoting the Parade of Lights in 2023.

CULTURAL GROUP SPONSOR - \$25,000**ONE AVAILABLE**

- Supporting Sponsor status for the Parade of Lights
- High profile exposure and positive presence to an audience of live parade spectators and telecast viewers
- Your company name/ logo will be recognized as the presenter of all of the parade's cultural groups (e.g. "CULTURAL GROUPS presented by YOUR COMPANY")
- Company name will be mentioned by the 9News Talent during the live telecast of the Parade of Lights
- Right to exclusive period of negotiation to renew sponsorship for 2024 event or option for multi-year agreement to provide strategic implementation of sponsorship benefits.
- Recognition in a group social media post prior to the event.
- 2nd position placement of sponsor logo on event website and all event materials.
- Rights to Parade of Lights marks and logos for the 2023 parade.
- Company name mentioned and tagged when promoting the Parade of Lights in 2023.

FLOAT SPONSOR - \$17,000**ONE AVAILABLE**

- Supporting Sponsor status for the Parade of Lights
- High profile exposure and positive presence to an audience of live parade spectators and telecast viewers
- Your company name/ logo will be recognized as the presenter of the parade's featured float (e.g. "PARADE FLOAT presented by YOUR COMPANY")
- Company name will be mentioned by the 9News Talent during the live telecast of the Parade of Lights
- Right to exclusive period of negotiation to renew sponsorship for 2024 event or option for multi-year agreement to provide strategic implementation of sponsorship benefits.
- Recognition in a group social media post prior to the event.
- 2nd position placement of sponsor logo on event website and all event materials.
- Rights to Parade of Lights marks and logos for the 2023 parade.
- Company name mentioned and tagged when promoting the Parade of Lights in 2023.
- Opportunity for employees to walk alongside float during the live parade.

BALLOON SPONSOR - \$16,000**SOLD OUT FOR 2023 EVENT!**

- Supporting Sponsor status for the Parade of Lights
- High profile exposure and positive presence to an audience of live parade spectators and telecast viewers
- Your company name/logo will be recognized as the presenter of the parade's featured balloon (e.g. "PARADE BALLOON presented by YOUR COMPANY")
- Company name will be mentioned by the 9News Talent during the live telecast of the Parade of Lights
- Right to exclusive period of negotiation to renew sponsorship for 2024 event or option for multi-year agreement to provide strategic implementation of sponsorship benefits.
- Recognition in a group social media post prior to the event.
- 2nd position placement of sponsor logo on event website and all event materials.
- Rights to Parade of Lights marks and logos for the 2023 parade.

- Company name mentioned and tagged when promoting the Parade of Lights in 2023.
- Opportunity for employees to walk alongside balloon during the live parade.

GRANDSTAND SEATING SPONSOR - \$10,000

ONE AVAILABLE

- Company name will appear on the 9News Telecast on Event Sponsor screen
- VIP area signage branded, "VIP Viewing presented by YOUR COMPANY"
- Opportunity to have branded blankets or other item handed out to VIP attendees
- 3rd position placement of sponsor logo on event website and all event materials
- Recognition in a dedicated social media post prior to the event.

GRANDSTAND SEATING SPONSOR - \$7,500

ONE AVAILABLE

- Company name will appear on the 9News Telecast on Event Sponsor screen
- Grandstand area signage branded, "Grandstands presented by YOUR COMPANY"
- Opportunity to have branded swag to hand out to event participants
- 3rd position placement of sponsor logo on event website and all event materials
- Recognition in a dedicated social media post prior to the event.

SUPPORTING SPONSOR - \$5,000

FOUR AVAILABLE

- Company name will appear on the 9News Telecast on Event Sponsor screen
- Opportunity to have branded swag to hand out to event participants
- 3rd position placement of sponsor logo on event website and all event materials
- Recognition in a dedicated social media post prior to the event.

COMMUNITY SPONSOR - \$2,000

TEN AVAILABLE

- Rights to Parade of Lights marks and logos for the 2023 9NEWS Parade of Lights
- 4th position placement of sponsor logo on event website