Downtown
Denver
Partnership

Parade OF LIGHTS

DECEMBER 6, 2025

SPONSORSHIP OPPORTUNITIES

Event Timing

Saturday, December 6 | 6pm
Downtown Denver

For over 50 years, the Downtown Denver Partnership has proudly produced the Parade of Lights, Colorado's most dazzling holiday tradition! **This free, two-mile spectacle lights up downtown with more than 40 festive units, including illuminated floats, giant balloons, marching bands, and cultural performances.** Drawing hundreds of thousands of spectators each year, the Parade of Lights brings joy to families, celebrates Denver's rich cultural diversity, and marks the official kickoff to the holiday season. Whether creating new traditions or reliving cherished memories, this iconic event embodies the magic and spirit of the season in the heart of downtown.

Reach & Visibility

The Parade of Lights reaches a broad audience via the live televised parade, telecast reruns and online streaming, social media, and the Parade website.

Reach from the 2024 parade included:

- **250,000+** pedestrians Downtown along the route on Parade night
- **286,000+** viewers across live telecast and online streaming
- **47,000+** Instagram Fans
- **8,600+** Facebook Fans
- **131,000+** Website Visitors

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ALL SPONSORS RECIEVE

- Recognition in a social media post prior to and post event
- Rights to Parade of Lights marks and logos for the 2025 parade

	PRESENTING	PERFORMER	PARTICIPANT	SPECTATOR	SUPPORTER
Company name featured on the 9NEWS Telecast	Live Mention & Sponsor Screen	Live Mention	Live Mention	Sponsor Screen	Sponsor Screen
Position of sponsor logo on event website and event materials	1	2	3	4	5
Opportunity for employees or representatives to walk in live parade	●		●		
Provided with Branded Parade Sweatshirts	●		●		
High profile exposure and positive presence to an audience of live parade spectators and telecast viewers	●	●	●		
Opportunity to provide branded swag to attendees	●	●	●	●	
Company name/logo recognized on-site according to level	●	●	●	●	
First right of refusal for 2026 or multi-year sponsorship	●	●	●	●	

UNIQUE OPPORTUNITIES

PRESENTING
$100,000

- Top-Level Presenting Sponsor of the Parade of Lights
- Sponsor name/logo featured prominently with the event name
- Company name and key messaging will be mentioned by the 9NEWS Talent during the live telecast of the Parade of Lights
- Featured in a dedicated social media post before the event
- Company name mentioned and tagged when promoting the Parade of Lights in 2025
- Logo banner preceding sponsored unit shown on the live telecast
- Logo featured on banners lining telecast zone
- Logo shown on the telecast while unit passes in live telecast zone

PERFORMER
$30,000

MARCHING BAND OR CULTURAL PERFORMANCE

- Company name/ logo recognized on site according to level (e.g. "MARCHING BAND presented by YOUR COMPANY")
- Logo banner preceding each sponsored unit shown on the live telecast
- Company name and key messaging will be mentioned by the 9NEWS Talent during the live telecast of the Parade of Lights multiple times (5 times for marching bands, 7-10 times for Cultural performances)
- Logo shown on the telecast while units pass in live telecast zone

PARTICIPANT
$20,000
FLOAT OR BALLOON

- Company name and key messaging will be mentioned by the 9NEWS Talent during the live telecast of the Parade of Lights while unit shown on screen
- Logo shown on the telecast while unit passes in live telecast zone
- Logo banner preceding sponsored unit shown on the live telecast

SPECTATOR
$10,000
GRANDSTAND SEATING AREA

- Company name will appear on the 9NEWS Telecast on Event sponsor screen
- Company name/ logo will be recognized on site according to level (e.g. "GRANDSTAND'S presented by YOUR COMPANY")

SUPPORTER
$5,000

- Company name will appear on the 9NEWS Telecast on Event sponsor screen

Interested in moving forward with sponsorship?
Contact Jackie Tattersall at jtattersall@downtowndenver.com.
For exhibitor/vendor space, volunteering, or general event inquiries, visit
winterindenver.com/parade for more information.

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