



2023 HOLIDAY PARADE & CITY TREE LIGHTING SPONSORSHIP PACKAGE

CONTACT

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INTRODUCTION



The City of Marquette Downtown Development Authority (MDDA) is celebrating its 48th year of bringing value and promoting economic growth to the Downtown Marquette district. Facilitating events that create a welcoming environment for community members, visitors, local businesses and talent is one way the MDDA contributes to this community.

Marquette in winter can be a difficult time for some, so having events to give everyone the holiday spirit is important to maintain a positive social fabric of the community. The Holiday Parade and City Tree Lighting is a strong way to build the community up with a free event accessible to everyone wanting to share in the holiday spirit.



The Holiday Parade and City Tree Lighting Sponsorship Package offers the opportunity to support this community event in the following ways:

- Increase in Event Promotions
 - Larger Event Production
 - Additional Decorations & Merchandise
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ABOUT THE EVENT



HOLIDAY PARADE & CITY TREE LIGHTING

December 8 | 6-8 PM

The MDDA's final community event of the season!

20+ participating parade floats, vehicles and marching groups going down Third St.

Average of 1,200 locals in attendance for parade and City Tree Lighting

Stay tuned for exciting new plans for 2024!

The Holiday Parade and City Tree Lighting is the final MDDA event of the year and the largest free downtown event to kick off the holiday season! An event bringing local businesses, organizations, and local community together to welcome the holidays the best way we know how, a parade and major gathering at the Marquette Commons for the annual Marquette City Tree Lighting.

What your sponsorship supports...

>>Event Promotions

Volunteers conduct customer surveys and gather data used to secure grant funding, assist with vendor setup, and more.

>>Increase Production

We are looking to bring the stage seen at Blueberry Fest to the Marquette Commons to host a 9 piece band, Santa, and a local dance troupe to provide a more festive atmosphere during the Tree Lighting.

>>Decorations and Merchandise

One of the great things about the holidays are the decorations and goodies that come with it. We would like to provide more decorations and toys that Santa can give to the children that sit on his lap.

BENEFITS FOR SPONSORS



Digital Exposure

All sponsors will be announced via a dedicated Facebook and Instagram post on the MDDA profile. Sponsor logo will also be featured on the MDDA Newsletter.

- Instagram Followers: (7.1k)
- Facebook Followers: (19.5k)
- Monthly Website Visitors: (5.7k)

Event Exposure

The one to sponsor this event will have representation throughout the event including their being logo featured on event signage and posters.

- 1.2K event attendees for the parade and city tree lighting.
- Media coverage during the event with a sponsor mention

Engage directly with the Marquette Community

Sponsors will be given the opportunity to have a space inside the Marquette Commons during the event and provide any offerings they would like such as swag, sweets, and hot drink to keep people warm.

SPONSORSHIP LEVEL



Title Sponsor

Only one sponsor level and slot will be made available to provide sponsor exclusivity for this annual holiday event:

Exclusive right to have its name featured on all marketing materials that will appear as:

*"The Marquette DDA presents [event name],
sponsored by [Title Sponsor]"*

City Tree Lighting Stage named [Title Sponsor] Stage

Exclusive right to have its logo featured in all onsite event signage in conjunction with the event's logo. This may appear as:



Sponsored by
[Title Sponsor]

\$1,500

BECOME A SPONSOR

COMMITMENT DEADLINE : MONDAY, NOVEMBER 6TH, 2023



**THANK YOU!
WE LOOK FORWARD TO
WORKING WITH YOU!**

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