

9NEWS 

Parade OF LIGHTS

Sponsored by



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 7, 2024.

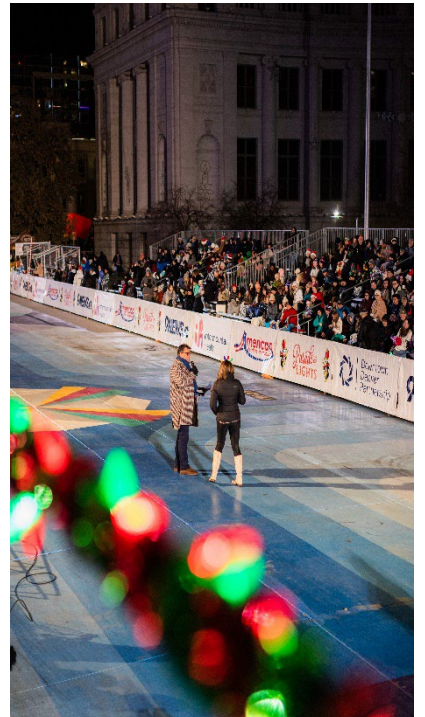
The Parade of Lights is produced by Downtown Denver Events, Inc. (DDE). DDE is the Downtown Denver Partnership family's community events non-profit organization that organizes public parades, festivals, concerts, exhibits and other events to enhance the vitality of downtown Denver and to celebrate, encourage, 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 2023 parade included:

- 210,000+ pedestrians Downtown along the route on Parade night
- 310+ pedestrians Downtown on Parade Day
- 127k+ viewers across live telecast and online
- 43.4k+ Instagram Fans
- 8,600+ Facebook Fans
- 96,000+ Website Visitors



ALL SPONSORS RECEIVE:

- High profile exposure and positive presence to an audience of live parade spectators and telecast viewers
- Recognition in a social media post prior to the event
- Rights to Parade of Lights marks and logos for the 2024 parade



SPONSORSHIP BENEFITS

	PRESENTING	PERFORMER	PARTICIPANT	SPECTATOR	SUPPORTER
Company name will be 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 all event materials	1	2	3	4	5
Company name/ logo will receive marquee status with the event name	●				
Right of first refusal for 2025 or multi-year sponsorship	●	●	●		
Company name/ logo will be recognized on site according to level		●		●	
Opportunity for employees or representatives to walk in the live parade	●		●		
Opportunity to provide branded swag to attendees				●	

TITLE SPONSOR – CUSTOM

SOLD!

PRESENTING SPONSOR - \$85,000

THREE AVAILABLE - ONE REMAINING

- Top-Level Presenting Sponsor status for the Parade of Lights
- Company name/ logo will receive marquee status with the event name
- Company name will be mentioned by the 9NEWS Talent during the live telecast of the Parade of Lights
- Company name will appear on the 9NEWS Telecast on Event Sponsor screen
- 1st position placement of sponsor logo on event website and all event materials
- Right of first refusal for 2025 or multi-year sponsorship
- Recognition in a dedicated social media post prior to the event
- Company name mentioned and tagged when promoting the Parade of Lights in 2024

PERFORMER SPONSOR - \$30,000

THREE AVAILABLE

Options include: Marching Band; Opening Drone Show; and Cultural Performance

- Company name will be mentioned by the 9NEWS Talent during the live telecast of the Parade of Lights
- 2nd position placement of sponsor logo on event website and all event materials.
- Right of first refusal for 2025 or multi-year sponsorship
- Company name/ logo will be recognized on site according to level (e.g. "MARCHING BAND presented by YOUR COMPANY")

PARTICIPANT SPONSOR - \$17,000

THIRTEEN AVAILABLE - FOUR REMAINING

Options include: Float or Balloon

- Company name will be mentioned by the 9NEWS Talent during the live telecast of the Parade of Lights
- 3rd position placement of sponsor logo on event website and all event materials
- Right of first refusal for 2025 or multi-year sponsorship
- Opportunity for employees to walk alongside float/balloon during the live parade

SPECTATOR SPONSOR - \$10,000

FOUR AVAILABLE

Options include: VIP Viewing Area; Sustainability Efforts; Grandstand Seating Area (2)

- Company name will appear on the 9NEWS Telecast on Event Sponsor screen
- 4th position placement of sponsor logo on event website and all event materials
- Company name/ logo will be recognized on site according to level (e.g. "VIP AREA presented by YOUR COMPANY")
- Opportunity to provide branded swag to attendees (swag is responsibility of Sponsor Company)

SUPPORTING SPONSOR - \$5,000

TEN AVAILABLE

- Company name will appear on the 9NEWS Telecast on Event Sponsor screen.
- 5th position placement of sponsor logo on event website and all event materials

Interested in moving forward? Please email Jackie Tattersall at jtattersall@downtowndenver.com. The Downtown Denver Partnership is a 501(c)(3) organization.