

2026 Holidays in the Vue Sponsorship Packages Detail & Terms

Package Levels

Presenting Sponsor - (Committed; No longer available)

- “Presented by” version of logo on all marketing materials
- Use of Presented by logo in company marketing throughout 2026
- Presenting sponsor name in media materials (press releases)
- Free entry in parade as participant *
- Priority parade positioning/staging
- Logo on event shirts
- Logo on parade printed materials (event poster, event shirts)
- Logo on parade digital assets (website, emails, parade video, social media)
- Company feature on website with link to your website or FB page
- Company promo on social media platforms
- Represented as presenting sponsor on official parade banner
- Logo on Thank You Sponsors banner
- Access to VIP seating area/parking
- Swag bag
- Banner for business to promote parade
- Access to VIP hospitality area (up to 6 people)
- Parade day sponsor interview - post on social media
- Exclusivity and first right of review for future presenting sponsor level

Bells Sponsor - (Committed; No longer available)

- Logo on bells handed out to spectators
- Logo on event shirts
- Logo on parade printed materials (event poster, event shirts)
- Logo on parade digital assets (website, emails, parade video, social media)
- Logo on Thank You Sponsors banner

Signature Sponsor - \$2,000 (limited availability)

- Free entry in parade as participant *
- Logo on event shirts
- Logo on parade printed materials (event poster, event shirts)
- Logo on parade digital assets (website, emails, parade video, social media)
- Logo on Thank You Sponsors banner
- Access to VIP seating area/parking
- Swag bag
- Access to VIP hospitality area (up to 2 people)

Santa Sponsor - (Committed; No longer available)

- Logo on event shirts
- Logo on parade printed materials (event poster, event shirts)
- Logo on parade digital assets (website, emails, parade video, social media)
- Logo on Thank You Sponsors banner
- Official "Santa Cam" Video Sponsor
- Picture with Santa & Mrs Claus
- Build the Santa Float (with Parade Committee approval)
- Walk with banner in front of float (up to 20 people and hand out sponsor provided item (with Parade Committee approval)
- Santa sponsor banner - we provide; sponsor must carry

Supporting Sponsor - \$1,000

- Free entry in parade as participant *
- Logo on event shirts
- Logo on parade printed materials (event poster, event shirts)
- Logo on parade digital assets (website, emails, parade video, social media)
- Logo on Thank You Sponsors banner

Awards Sponsor - (Committed; No longer available)

- Name on parade awards
- Logo on event shirts
- Logo on parade printed materials
- Logo on parade digital assets (website, emails, parade video, social media)
- Logo on Thank You Sponsors banner

Golf Cart - \$1,000 (2 Available)

- Sponsor signage on Golf Cart
- Logo on event shirts
- Logo on parade printed materials
- Logo on parade digital assets (website, emails, parade video, social media)
- Logo on Thank You Sponsors banner

Community Partner Sponsor - \$500

- Name on event shirts
- Name on parade printed materials (event poster, event shirts)
- Logo on parade digital assets (website, emails, parade video, social media)
- Name on Thank You Sponsors Banner

Digital Partner Sponsor - \$250

- Logo on parade digital assets (website, emails, parade video, social media)

Sponsorship Terms:

By registering as a sponsor, you agree to the following terms:

- Sponsor will provide payment and a vector or high-resolution PNG logo no later than October 2, 2026. Promotional opportunities are not guaranteed after the deadline of October 2, 2026.
- If all or part of the event is canceled for any reason, including but not limited to: a natural disaster, safety-related concern or an issue out of the control of Holidays in the Vue, sponsorship refunds will not be granted. Holidays in the Vue will make every effort to fulfill each sponsorship agreement.
- Holidays in the Vue reserves the right to deny or cancel sponsorship benefits at any time if determined to be inappropriate or incompatible with the parade's mission.
- Sponsor shall indemnify, protect, defend and hold harmless Holidays in the Vue, its officers, agents, employees and representatives from any suits, claims, actions, liability or damages that may arise from, or are related to, the Sponsor's participation in the event.
- Holidays in the Vue may advertise or photograph your business and staff for promotional purposes. All photographs and other work products are the intellectual property of Holidays in the Vue.
- Promotional purposes may include, but are not limited to: social media, video, programs, newspaper, magazine, YouTube, website and television.
- Holidays in the Vue will determine "in-kind" value. In-kind sponsorship is defined as any goods or services that benefit the event by lowering costs.
- All parade entries are subject to review and approval by the Holidays in the Vue Steering Committee. Entries will be evaluated based on quality and overall fit for the parade, and submission does not guarantee participation.