

A MESSAGE TO OUR SPONSORS

Since its inauguration in 2004, the Horsetown Parade of Lights and Christmas Festival has grown to an annual attendance of over 3,000 parade participants and spectators! The parade features entries from all over California and afar. Each entry competes for first, second and third place awards in each of 12 categories.

Numerous activities have been added as the parade has grown; all of which make this community event a fun-filled family experience!

The Horsetown Parade of Lights and Christmas Festival is original because of the illuminated parade participants and the festive activities that continue the holiday celebration. Volunteers and City staff devote hundreds of hours to this event each year. All funding for this event comes from you, our sponsors!

The City of Norco Department of Parks, Recreation and Community Services is pleased to invite you to participate as a valued Sponsor for the 15th Annual Parade of Lights and Christmas Festival!



CITY OF NORCO
PARADE OF LIGHTS COMMITTEE
DEPARTMENT OF PARKS, RECREATION & COMMUNITY SERVICES
2870 CLARK AVENUE • NORCO, CA 92860
PHONE: (951) 270-5632 FAX: (951) 270-5681
RECREATION@CI.NORCO.CA.US
WWW.NORCO.CA.US
"We create community through people, parks, trails and programs."



2019 Sponsorship Opportunities

The City of Norco
proudly presents the 15th Annual

Christmas Festival & Parade of Lights

Saturday, December 14th, 2019

Sponsorship Levels

PRESENTING SPONSOR

Cash contribution of \$5,000

Package includes: Headliner on event poster, identified as Presenting Sponsor on all written, audio and digital marketing material (posters, brochures, flyers, radio, etc.), banner display during parade, banner display at Christmas Festival and Breakfast with Santa (banner to be supplied by sponsor), City website display, recognition during parade and festival, eight (8) complimentary activity wristbands, eight (8) breakfast tickets, showcase in actual Parade, an 8"x10" sponsorship plaque and complimentary vendor booth space.

Business/Organization: _____

Contact: _____

Address: _____

Phone: _____

Email: _____

METHOD OF PAYMENT

Please remit a 50% or more deposit to the City of Norco with your signed contract to secure your sponsorship. Thank you!

Please invoice me. My company will send a check

Discover Master Card Visa

Card Number

Name on Card _____

Billing Zip Code Expire Date Security Code

Signature _____ Date _____

Holiday Train

Cash contribution of \$2,500

Package includes: Corporate logo on all marketing material and City Activities Guide, Banner display during parade, Banner displayed at Christmas Festival and Breakfast with Santa, City website (logo) display and social media, six (6) Complimentary activity wristbands and Breakfast with Santa tickets, 8" x 10" Sponsorship plaque, name only on event sponsor banner, recognition during parade and festival.

Holiday Wagon

Cash contribution of \$1,500

Package includes: Corporate logo on all marketing material and City Activities Guide, Banner display during parade, City website (logo) display and social media, 4 Complimentary activity wristbands and Breakfast with Santa tickets, 5" x 7" Sponsorship plaque, name only on event sponsor banner, recognition during parade and festival.

Holiday Angel

Cash contribution of \$1,000

Package includes: Corporate logo on all marketing material and City Activities Guide, City website (name only) display and social media, 2 Complimentary activity wristbands and Breakfast with Santa tickets, 5" x 7" Sponsorship plaque, name only on event sponsor banner, recognition during parade and festival.

Holiday Bell

Cash contribution of \$500

Package includes: City website (name only) display and social media, 5" x 7" Sponsorship plaque, name only on event sponsor banner, recognition during parade and festival.

Holiday Tree

Cash contribution of \$250

Package includes: City Website (name only) display, recognition during parade and festival.

Holiday Snowflake

Personal Contribution of:

\$25 \$50 \$75 \$100 Other \$ _____

Thank you for your support!

On Saturday, December 14, 2019 the Breakfast with Santa and Christmas Festival will begin at 8a.m. and the Parade of Lights will begin at 5p.m. located on Sixth Street in Norco. Parade route is from Corona Avenue and ending at the George Ingalls Equestrian Event Center. The Christmas Festival is filled with various food and craft vendors, live entertainment, Selfies with Santa, Holiday Train, Rock Wall, Rainbow Express Dance Company presenting their annual Christmas performance and much more!



To become a sponsor of the 15th Annual Horsetown Parade of Lights and Christmas Festival, simply fill out the Sponsor Information Sheet to the left and submit to the address below along with your payment to:

**Attn: Christmas Festival
City of Norco
2870 Clark Avenue,
Norco, CA 92860**

The deadline to submit your sponsorship is
OCTOBER 19, 2019