

PLATINUM SPONSORSHIP OPPORTUNITY

The Platinum level sponsor is a premier partnership opportunity for individuals, businesses and agencies to join a like-minded, community focused team. A Platinum Level sponsor's cost is just \$8,000. As a Platinum sponsor, you will receive the following benefits:

1. Showcase your community support to over a million community members celebrating the beginning of the holiday season on-site at the event, though television broadcasts and social media.
2. Your company listed as a sponsor on press releases generated by the City of Phoenix.
3. Your company logo (hyperlinked to your website) on the event website (Phoenix.gov/ELP) recognizing your support in making the parade possible.
4. Your company is recognized as a Platinum Level sponsor in the broadcast commentary.
5. Brand inclusion as part of the multiple social media communication mediums utilized for promotion of the event (see social media section of this document).
6. A Platinum Level entry position in the parade for a float and/or walking group.
7. Your logo and/or promotional video are displayed on a video screen that will be stationed in the children's activity area on Friday night and will also travel down the parade route Saturday evening where it will be seen by as many as 400,000 attendees.
8. Twenty sponsor area viewing access passes with VIP parking.
9. Your logo on the sponsor end panel on the ABC15 broadcasts of the parade.
10. Ten event shirts.
11. Your company name is recognized as a Platinum sponsor on the Parks and Recreation Department vehicle that leads the start of the platinum level entries in the parade.
12. On-site signage (1 banner provided by your company) displayed at the sponsor viewing area.



ADDITIONAL OPPORTUNITIES

Additional opportunities are available and can be customized to meet your needs. We will happily explore how we can customize a package that aligns with your marketing objectives.

- Entry award sponsorship and promotion related to the judging and awards.
- Additional media opportunities are available with ABC15.

JOIN US ON SOCIAL MEDIA

FOLLOW. LIKE. SHARE.

Through social media channels such as Instagram, Facebook, and X, we have the power to share this great parade with a much broader audience. The City of Phoenix Parks and Recreation Department will take a proactive approach in posting and sharing parade content leading up to, and throughout the event. We'd love for you to engage your friends, family, business partners, and customers through the use of social media. Please join the Phoenix Parks and Recreation Department in promoting and showcasing the annual APS Electric Light Parade and your business as an amazing partner for the event. Please take a moment to Follow and Like our current social media accounts:

- Instagram: <https://www.instagram.com/phxparks> (@phxparks)
- Facebook: <https://www.facebook.com/phoenixparks/> (facebook.com/phoenixparks)
- X: <https://x.com/PhoenixParks> (@PhoenixParks)
- YouTube: <https://www.youtube.com/cityofphoenixaz>

Please share posts with one another using the hashtag: **#PHXLightParade**



Impact

- ! Parade web page: over 60,000 visits
- ! Parade attendees: up to 400,000
- ! Parade reach: over 6,000,000 impressions- broadcasts, social media, emails, banners, ads, etc.

Become a part of the APS Electric Light Parade today!