



P.O. Box 6502 | Laconia, NH 03247

2019 SPONSORSHIP OPPORTUNITIES

Join Celebrate Laconia as we work to promote and celebrate the City of Laconia through multiple community events and initiatives - the Independence Day parade, the Light-Up Laconia holiday festival, parade and decorating competition and other community and beautification efforts.

Your contribution will assist with our community-focused efforts by driving excitement and enthusiasm in Laconia and showcasing all that's wonderful about our community. In addition to the options found below, we welcome the opportunity to work with you to tailor a proposal that best meets your needs.

We appreciate your consideration and look forward to working with you!

Celebrate Laconia 2019 Sponsorships

Please complete the following information and return it to Celebrate Laconia, to begin your sponsorship benefits.
Thank you for supporting Laconia!

SPONSOR LEVEL _____

CONTACT NAME _____

BUSINESS NAME _____

ADDRESS _____

CITY _____ **STATE** _____ **ZIP CODE** _____

EMAIL _____

PHONE _____

Please make checks payable to Celebrate Laconia



connect@celebratelaconia.org



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[@celebratelaconianh](https://www.instagram.com/celebratelaconianh)



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2019 SPONSORSHIP OPPORTUNITIES

2019 HOLIDAY PARADES

Independence Day & Holiday Parades

CELEBRATION Sponsors: \$500

- Name included in the promotional ads in the Laconia Daily Sun.
- Pre-event promotion through Celebrate Laconia's social media outlets.
- Mention in all holiday parade press releases.

PERFORMANCE Sponsor: \$2,500

- Promotion of company through the Binnie Media broadcast on days of the events.
- Hang promo banner at the Broadcast Station.
- Logo included in the promotional ads in the Laconia Daily Sun.
- Logo included in pre-event promotion through Celebrate Laconia's social media outlets.
- Mention in all holiday parade press releases.

GRAND MARSHAL Sponsor: \$5,000

- Presenting sponsor and Grand Marshal of both parades.
- On-air interview and promotion of company throughout the Binnie Media broadcast on days of the events.
- Logo included in the promotional ads in the Laconia Daily Sun.
- Logo included in all pre-event promotion through Celebrate Laconia's digital and social media outlets.
- Mention in all parade press releases.

LIGHT-UP LACONIA INITIATIVE

Holiday Festival & Decorating Competition

TOY BOX Sponsor: \$1,500

- Company name included in name of toy box donation drive, and opportunity to hang a promotional banner at the toy box.
- Logo and name included in the promotional ads in the Laconia Daily Sun.
- Pre-event promotion through Celebrate Laconia's social media outlets.
- Mention in all Light-Up Laconia (LUL) and donation drive press releases.

PRESENTING Sponsor: \$7,500

- Window display at the Colonial Theatre in downtown Laconia shared with Celebrate Laconia.
- Promotion prior to launch of Light-Up Laconia (LUL) initiative.
- Promotion during the competition portion of LUL (Sunday, 12/1 - Friday, 12/20).
- Logo included on all outdoor participant competition signage
- Promotion of company throughout the Binnie Media broadcast on day of the holiday parade.
- Logo included in the promotional ads in the Laconia Daily Sun.
- Logo included in all digital marketing regarding the LUL initiative and the voting polls.
- Pre-event promotion through Celebrate Laconia's social media outlets.
- Mention in all event press releases.



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2019 SPONSORSHIP OPPORTUNITIES

2019 BEAUTIFICATION EFFORTS

Various City Wide Community-Building Projects

COMBINATION OF CORPORATE AND INDIVIDUAL DONATIONS

(all donations welcome):

Estimated cost of projects @ \$10,000

INTERACTIVE OUTDOOR MURALS

OUTDOOR ART INSTALLATIONS

ADOPT-A-SPOT PROGRAM

CITY WELCOMING SIGNAGE

TRANSFORMER ART

HOLIDAY DECORATIONS

VARIOUS OTHER PUBLIC ART PROJECTS

We will gladly work with you to create a customized sponsorship that will meet your individual and company's needs. With your donation to Celebrate Laconia's community and beautification efforts, we will provide you with:

- Progress and photo updates on current projects via email and through social media.
- Name included in the Celebrate Laconia e-newsletter.
- Name included in community updates posted through the Laconia Daily Sun and Laconia Links.



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