



P.O. Box 6502 | Laconia, NH 03247

2020 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 2020 Sponsorships

Please complete the following information and return it to Celebrate Laconia, to begin your sponsorship benefits.

Thank you for supporting our efforts!

SUPPORT 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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LACONIA TALKS

Community Conversations

PRESENTING Sponsor: \$5,000

Sponsorship SOLD!

- Opportunity to provide welcoming remarks at each event;
- Pre-event promotion through Celebrate Laconia's social media outlets for the nine community events;
- Logo included on all digital marketing, including: e-newsletter, Celebrate Laconia website and social media outlets;
- Logo included on the co-branded Laconia Talks notepads provided to participants;
- Mention in all event press releases;
- Logo included in all print marketing;
- Logo placed all promoted Facebook posts;
- Opportunity to provide branded materials and information at the registration table for each event



2020 PARADES

Independence Day & Holiday Parades

CELEBRATION Sponsors: \$250 (unlimited opportunities)

- 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 Sponsors: \$1,500 (2 opportunities)

- Promotion of company through the Binnie Media broadcast on days of the events;
- Company banner prominently displayed in parade - float, vehicle, walking group, etc.;
- Logo included in all print marketing;
- Logo included on all digital marketing, including: e-newsletter, Celebrate Laconia website and social media outlets;
- Mention in all holiday parade press releases.



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GRAND MARSHAL Sponsor: \$5,000 (1 opportunity)

- Presenting sponsor and Grand Marshal of both parades;
- On-air interview and promotion of company throughout the Binnie Media and LRPA broadcast on days of the events;
- Logo on Step n Repeat banner for Light-Up Laconia event;
- Logo included in all print marketing;
- Logo included on all digital marketing, including: e-newsletter, Celebrate Laconia website and social media outlets;
- Business spotlight on Celebrate Laconia website, e-newsletter and social channels;
- Mention in all parade press releases.

LIGHT-UP LACONIA

Holiday Festival & Decorating Competition

DECOR Supporter: \$50+ donation (unlimited opportunities)

- Individual/Business name will be listed on the Celebrate Laconia website;
- Name will be mentioned through Celebrate Laconia social media outlets;
- Donation will be used to assist with purchasing materials for initiative
- Support of holiday decorations and lights to make the City of Laconia a must-visit destination during the holidays for both our community members and visitors

S'MORE STATION Sponsor: \$1,500 (1 opportunity)

- Tabling opportunity to connect with community members;
- Logo included with all s'more kits to be handed out to parade attendees;
- Signage with logo at the s'more fire pit;
- Listing included in all print marketing;
- Pre-event promotion through Celebrate Laconia's social media outlets;
- Mention in all festival press releases.

COOKIE STATION Sponsor: \$1,500 (1 opportunity)

- Tabling opportunity to connect with community members;
- Listing included in all print marketing;
- Pre-event promotion through Celebrate Laconia's social media outlets;
- Mention in all festival press releases.



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TOY BOX Sponsor: \$1,500 (1 opportunity)

- Company name included in name of toy box donation drive, and opportunity to hang a promotional banner at the toy box donation center;
- Logo included in all print marketing;
- Logo included on all digital marketing, including: E-newsletter, Celebrate Laconia website and social media outlets;
- Mention in all festival and donation drive press releases.

ICE STATION Sponsor: \$2,500 (1 opportunity)

- Primary beverage sponsor for the event;
- Logo included on the co-branded cups provided to guests;
- Opportunity to pass out promotional materials to guests;
- Logo included in all print marketing;
- Logo included on all digital marketing, including: E-newsletter, Celebrate Laconia website and social media outlets;
- Mention in festival press releases.

PRESENTING Sponsor: \$5,000 (1 opportunity)

- Logo on Step n Repeat banner for Light-Up Laconia event;
- Promotion prior to launch of Light-Up Laconia (LUL) initiative;
- Promotion during the competition portion of LUL (Sunday, 11/29 - Friday, 12/18);
- Logo included on all outdoor participant competition signage;
- Promotion of company throughout the Binnie Media broadcast on day of the festival;
- Spotlight article on the Celebrate Laconia website, e-newsletter and social channels;
- Logo included in all print marketing;
- Logo included in all digital marketing regarding the LUL initiative and the voting polls;
- Logo included on all digital marketing, including: e-newsletter, Celebrate Laconia website and social media outlets.
- Mention in all event press releases.

We will gladly work with you to create a customized sponsorship that will meet your individual or company's needs.

Thank you for your consideration!



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