



2017 Downtown Baraboo Christmas Light Parade

The sparkle of the decorated downtown holiday windows, hot chocolate steam billowing between mitten hands, and children's eyes open wide to catch the first glimpse of Santa comes to life every year during the Downtown Baraboo Christmas Light Parade. This event, organized by the Downtown Baraboo Inc., a non-profit business organization presents the splendors of the holiday season for all to enjoy. We take pride in our downtown and our community and would like to give you the opportunity to show your support for this much anticipated yearly event.

We know and appreciate all of your efforts to make your business and our community vibrant and successful and ask for your support in continuing our efforts in providing this memorable event. Enclosed we are offering you several opportunities to show your pride in our community, and promote your business as well, by becoming a sponsor in our annual Downtown Baraboo Christmas Light Parade. **Please take a moment to see which sponsorship would be the best fit for your business.**

This event is fast approaching so please take a moment to reply by mail, phone, or email to confirm your support for this annual community event no later than **October 1, 2017.**

For more fun please consider representing your business with a lit parade entry in the Christmas Light Parade, an entertaining opportunity to involve your entire business in the community. **Our theme this year is: Celebrate the Magic of Christmas**

We appreciate all of your efforts in making Baraboo the charming community it has and always will be! Help us make this a favorite Christmas Memory!

Fondly,
Mary Hultman, DBI Events Coordinator
Andy Gove, Cross, Jenks, Mercer & Maffei
Dee Marshall, Knight Barry
Lacey Steffes, Spa Serenity
Nancy Dillman, Fred's Farm Market
Steve Ramsey, Coffee Bean Connection
Sarah Fay, The Jeweler's Edge
Todd Wickus, Just Imagine Toys

2017 Christmas Light Parade Sponsorship Opportunities!



*Celebrate the
Magic of
Christmas*

Downtown Baraboo, Inc. is a Non-profit organization working together to promote and improve the physical appearance, economic well-being of the Downtown business area. We believe that a vibrant Downtown is key to having a healthy and happy community! Thank you for sponsorship consideration!

Count me in for supporting the Christmas Light Parade!

- Platinum Level Sponsorship - \$1000
- Gold Level Sponsorship - \$750
- Silver Level Sponsorship - \$500
- Bronze Level Sponsorship - \$250
- Individual Level - \$100

Please return this form by October 1, 2017!

*Payment arrangements available, please inquire with Mary Hultman, Downtown Baraboo Coordinator at 608.393.5979 or email events@downtownbaraboo.com

Business Name: _____

Business Name as it should be promoted: _____

Business mailing address _____

WEBSITE: _____

Direct Contact's Email Address: _____

Direct Contact & Phone Number (not Public) _____

*Please return this contract to : events@downtownbaraboo.com
Or mail this contract back to PO Box 216, Baraboo, WI 53913 – Thank you!



2017 Christmas Light Parade Sponsorship

<u>Level</u>	<u>Yard Sign</u>	<u>Parade Banners</u>	<u>Parade VIP Post Parade Party</u>	<u>Program Listing</u>	<u>Press & Web</u>
Platinum Level \$1000+	Business will be given a Sponsored By Yard Sign and Photo Published online.	Business Logo and Name on Banner in Christmas Light Parade	12 Tickets for VIP Tickets to the Post Parade Party at the Al. Ringling Theatre	Business LOGO & listing in the Downtown Baraboo Holiday Gift Guide & Promotional Materials	Business Listed on all printed materials & <u>live</u> link on the Christmas Parade Page on DBI Website
Gold Level \$750+	Business will be given a Sponsored By Yard Sign and Photo Published online.	Business Logo and Name on Banner in Christmas Light Parade	8 Tickets for VIP Tickets to the Post Parade Party at the Al. Ringling Theatre	Business LOGO & listing in the Downtown Baraboo Holiday Gift Guide & Promotional Materials	Business Listed on all printed materials & <u>live</u> link on the Christmas Parade Page on DBI website
Silver Level \$500+	Business will be given a Sponsored By Yard Sign and Photo Published online.	Business Logo and Name on Banner in Christmas Light Parade	6 Tickets for VIP Tickets to the Post Parade Party at the Al. Ringling Theatre	Business LOGO & listing in the Downtown Baraboo Holiday Gift Guide & Promotional Materials	Business listed on all printed materials & the Christmas Parade on DBI website
Bronze Level \$250+	Business will be given a Sponsored By Yard Sign and Photo Published online.			Business LOGO & listing in the Downtown Baraboo Holiday Gift Guide & Promotional Materials	Business Listed as Sponsor on the Christmas Parade Page on DBI website
Individual Level \$100+	Business will be given a Sponsored By Yard Sign and Photo Published online.				Name Listed as Sponsor on the Christmas Parade Page on website

Thank you for supporting Downtown Baraboo!